

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 19 SPRUCE ST., NEW YORK.

VOL. XXXVIII. NEW YORK, JANUARY 22, 1902. No. 4.

## PHILADELPHIA RECORD

S. B. SEITZ

PAINTER & EWING

S. B. SEITZ

MANUFACTURERS OF

THE PAINTER & EWING PIANO

FACTORY, OFFICE AND WAREHOUSES

1105-1107 Spring Garden Street

...Salesroom...  
1022 MARKET STREET

Philadelphia, Jan. 4<sup>th</sup> 1902

The Phila. Record -

Gentlemen -

We thought  
you might be interested to  
know that the 25 line adv.  
placed in your paper Sunday  
Nov. 24<sup>th</sup> 1901, was instrumental  
in selling four pianos  
aggregating \$1,200

Yours Truly  
Painter & Ewing

Daily Circulation for 1901 was

**185,495**

or .00135 + per line per thousand circulation. Rate 25 cents per line.

New York Office:  
185 World Building.

Advertising Manager,  
Philadelphia.

Chicago Office:  
1210 Boyce Building.

# **Just a Moment**

If you want to get as much business out of the Pittsburgh field as possible, you'll do yourself a favor by first placing your advertising in the

## **PITTSBURGH GAZETTE**

It is just as easy to be in the best as to be in the poorest medium. The Gazette is the BEST. Advertisers will tell you so. It carries more foreign and local advertising than any of its morning contemporaries. It has carried more for a long time; and the present volume is much in excess of that of any of its competitors.

Why is this so? Well, there are many reasons, but the most potent is that the readers prefer the Gazette, and wherever the readers go, the advertisers follow.

**Sworn Average Daily Circulation for  
October, 1901, 51,573**

W. R. ROWE, BUSINESS MANAGER.

---

**J. E. VAN DOREN SPECIAL AGENCY.**

PUBLISHERS' DIRECT REPRESENTATIVE,

407-410 Temple Court,  
NEW YORK.

1105-1106 Boyce Building,  
CHICAGO.

# OVER 1,000 CIRCULATION.

A COMPLETE LIST, AS GIVEN IN PART TWO OF THE AMERICAN NEWSPAPER DIRECTORY FOR DECEMBER, 1901.

There are at the present time 21,844 periodicals, of all sorts, published in the United States and Canada. Of the total number 5,735 have average outputs exceeding 1,000 copies each issue. Of the 5,735 papers here catalogued 1,794 have circulation ratings in actual figures and 3,941 have circulation ratings by letter, explained by a key.\*

Letter ratings are given only to those publications that refuse or neglect to furnish circulation statements to the American Newspaper Directory. A reward of one hundred dollars will be paid by the publishers of PRINTERS' INK for each and every instance where it shall be shown that a newspaper catalogued in this list furnished a truthful statement of its issues for a year, calculating therefrom the average issue, the statement being duly signed and dated, and failed to receive in the Directory the exact circulation rating claimed. A reward of a copy of the latest issue of the Newspaper Directory or a year's subscription for PRINTERS' INK, at the option of the receiver, will be given for any paper that shall be shown to be entitled to a higher letter rating than it receives in this catalogue.

ALABAMA.	
Anniston, Republic, weekly,	I
Hot Blast, daily,	I
Athens, Alabama Courier, weekly,	I
Limestone Democrat, weekly,	1,400
Birmingham, Age Herald, } daily,	7,774
Age Herald, } weekly,	15,040
Lodger, daily,	G
News, daily,	11,775
Ala. Chr'n Advocate, w'y,	H
Labor Advocate, weekly,	2,000
Tribune, weekly,	I
Chr'n Companion, bi-w'y,	I
Cullman, Tribune-Gazette, weekly,	I
Dothan, Wire-Grass Siftings, weekly,	1,970
Enterprise, Enterprise, weekly,	I
Florence, Times, weekly,	I
Gadsden, Times-News, semi-weekly,	I
Greenville, Advocate, weekly,	I
Wynneville, Lowndes News, weekly,	I
Mobile, Register, daily,	H

\* Key.—The letter ratings in the American Newspaper Directory are explained by the key here printed:

Exceeding 75,000.....	A
" 40,000.....	B
" 20,000.....	C
" 15,000.....	D
" 12,500.....	E
" 7,500.....	F
" 4,000.....	G
" 2,500.....	H
" 1,000.....	I

Montgomery, Advertiser, } daily,	8,154
Advertiser, } Sunday,	10,738
Advertiser, } weekly,	9,725
Journal, daily,	I
Alabama Baptist, w'y,	H
Practical Weather, m'y,	5,416
Opelika, Industrial News, weekly,	H
Post, weekly,	1,500
Scottsboro, Progressive Age, weekly,	I
Tallapoosa, Our Mountain Home, w'y,	1,935
Tuscaloosa, Church Record, monthly,	1,109
ARIZONA.	
Phoenix, Arizona Republican, daily,	H
Arizona-New Mexico Workman, monthly,	2,371
ARKANSAS.	
Batesville, Guard, weekly,	I
Beebe, White Co. News, weekly,	1,218
Bentonville, Benton Co. Democrat, w'y,	I
Sun, weekly,	I
A. O. U. W. Guide, m'thly,	3,381
Clarksville, Johnson Co. Herald, w'y,	I
Dardanelle, Post Dispatch, weekly,	I
Eureka Springs, Flashlight, weekly,	I
Fayetteville, Arkansas Sentinel, w'y,	I
Fort Smith, News Record, } daily,	I
News Record, } Sunday,	H
Elevator, weekly,	H
Hardy, Morgan's Buzz Saw, monthly,	H
Hot Springs, Ark. Thomas Cat, Sunday,	4,919
Little Rock, Arkansas Democrat, } d'y,	H
Arkansas Democrat, } w'y,	H
Arkansas Gazette, } daily,	H
Arkansas Gazette, } w'y,	H
Advertiser semi-weekly,	(11)
Arkansas Baptist, weekly,	I
Arkansas Methodist, w'y,	10,400
Search Light, weekly,	8,000
Ark. Home-Seeker, m'thly,	8,939
Ark. Poultryman, m'y,	I
Ark. School Journal, m'y,	2,333
Masonic Trowel, monthly,	2,000
Magnolia, Columbia Banner, weekly,	1,268
Maynard, Northeast Arkansas Enterprise, weekly,	1,600
Mena, Star, weekly,	I
Siloom Springs, Farm & Fruit Belt, m'y,	12,500
Poultry Gem, m'thly,	1,583
Sulphur Rock, Examiner, quarterly,	H
Texarkana, Family Kaleidoscope, w'y,	1,318
CALIFORNIA.	
Alameda, Thought, monthly,	5,654
Auburn, Placer Co. Leader, weekly,	I
Bakersfield, Californian, weekly,	I
Eureka, Humboldt Times, } daily,	I
Humboldt Times, } weekly,	I
Fresno, Evening Democrat, } daily,	2,000
Democrat, } weekly,	I
Morning Republican, } daily,	I
Republican, } Sunday,	I
Cal. Sun. School Register, m'y,	1,611
Halfmoon Bay, Coast Advocate, w'y,	I
Lodi, Sentinel, weekly,	1,070
Los Angeles, Express, daily,	10,777
Herald, daily,	F
Journal, daily,	I
Times, daily,	C
California Cultivator, w'y,	I
California Voice, weekly,	1,500
Capital, weekly,	I
Fruit World, weekly,	G
Saturday Post, weekly,	5,471
Tidings, weekly,	I
Land of Sunshine, m'thly,	F
Pet Stock Tribune, m'thly,	2,601
Rural Californian, m'thly,	H
Searchlight, monthly,	H
Oakland, Enquirer, daily,	H
Times, daily,	H
Tribune, } daily,	F
Tribune, } weekly,	I
Orauto, weekly,	1,226
Saturday Press, weekly,	I
Signs of the Times, weekly,	C
Twentieth Century, weekly,	I

Oakland, Institute Journal, monthly,	H	Denver, Times,	} daily,	F
Riverside, Press, daily,	1,817	Times,	} Sunday,	G
Sacramento, Evening Bee, daily,	7,570	Times-Sun, } weekly,		G
Record-Union, } daily,	7,339	Active Member, weekly,		I
Record-Union, } weekly,	7,649	Colorado Journal, weekly,		I
San Diego, Evening Tribune, daily,	#	Commercial Tribune, weekly,		G
San Diegoan Sun, daily,	1,877	Facts, weekly,		H
Union, } daily,	I	Fidibus-Herald, weekly,		I
Union, } Sunday,	I	Field and Farm, weekly,		H
San Francisco,		Forayth's Chips, weekly,		1,638
Bulletin, } daily,	44,233	Illustrated Weekly,		I
Bulletin, } Sunday,	43,383	Mining Reporter, weekly,		H
California Demokrat, } daily,	H	Mining World, weekly,		H
California Staats Zeitung, } S'y,	H	Pabor's Pictorial Rocky Mountain World, weekly,		I
California Demokrat, } w'y,	H	Rocky Mountain Sentinel, w'y,		I
Call, } daily,	61,090	Svensk-Amerikanska W'n,w'y,		7,175
Call, } weekly,	I	West'n Miner & Financier, w'y,		2,000
Chronicle, } daily,	79,924	Colorado Gold Mines, semi-m'y,		I
Chronicle, } weekly,	32,182	Agricultural and Live Stock Herald, monthly,		1,337
Evening Post, } daily,	E	A. O. U. W. Record, monthly,		F
Evening Post, } weekly,	I	Colorado School Journal, m'y,		1,055
Examiner, } daily,	A	Cycling West & Motor Field, m'y,		I
Examiner, } weekly,	A	Irrigation Era, monthly,		H
La Voce del Popolo, daily,	I	Modernograph, monthly,		H
L'Italia, daily,	H	Ores and Metals, monthly,		2,570
Tageblatt, } daily,	H	Out-Door Life, monthly,		20,335
Tageblatt, } Sunday,	G	Ranch and Range, monthly,		2,416
Tageblatt, } weekly,	H	Ret'IClerks' Nat'l Adv'te, m'y,		I
Advance, weekly,	F	Sister Republics, monthly,		6,000
Argonaut, weekly,	I	Square and Compass, monthly,		1,475
Breeder and Sportsman, weekly,	I	Western Churchman, monthly,		I
California Christian Advocate, w'y,	I	Fort Collins, Express, weekly,		1,338
California Fruit Grower, weekly,	I	Leadville, Herald-Democrat, daily,		H
California Volksfreund, weekly,	I	Montrose, Enterprise, weekly,		1,230
Coast Seamen's Journal, weekly,	H	Pueblo, Chieftain, daily,		I
Hotel Gazette, weekly,	I	L'Unione, weekly,		2,413
Mining and Engineering Rev'w & Electrician, weekly,	5,592			
Mining & Scientific Press, weekly,	G	CONNECTICUT,		
Monitor, weekly,	F	Ansonia, Evening Sentinel, daily,		H
News Letter and California Advertiser, weekly,	16,736	Berlin, News, weekly,		I
Pacific, weekly,	I	Bridgeport, Evening Farmer, } daily,		I
Pacific Christian, weekly,	I	Republican Farmer, w'y,		I
Pacific Ensign, weekly,	1,600	Evening Post, daily,		F
Pacific Rural Press, weekly,	G	Morn'g T'gram-Union, d'y,		G
Star, weekly,	H	Standard, daily,		H
Town Talk, weekly,	9,578	Advocate, weekly,		I
Trade Journal, weekly,	1,819	Herald, Sunday,		H
Vestkuster, weekly,	2,743	Bristol, Press, weekly,		I
Wasp, weekly,	G	Clintonville, Wayside Gleanings, m'y,		X
British-Californian, monthly,	H	Danbury, Evening News, daily,		H
California Medical Journal, m'y,	1,105	N. England Medical Monthly,		I
Filicate Facts and Fallacies, m'y,	I	Bulletin of the Posture Institute, quarterly,		F
Foresters' Advocate, monthly,	H	Danielson, Windham Co. Transcrip't, w'y,		I
Golden States, monthl,	H	Hartford, Courant, } daily,		G
Human Nature, monthly,	4,750	Connecticut Courant, } s-w'y,		H
Journal of Electricity, Power and Gas, monthly,	I	Post, } daily,		6,769
New Age, monthly,	I	Connecticut Post, } weekly,		I
Overland Monthly,	30,416	Telegram, daily,		15,919
Pacific Cigar & Tobacco J'n'l, m'y,	6,958	Times, } daily,		I
Pacific Coast Home Monthly,	I	Times, } semi-weekly,		I
Pacific Coast Merchant, monthly,	3,341	Der Hartford Herold, w'y,		I
Pacific Health Journal, monthl,	I	Globe, Sunday,		8,451
Pacific Medical Journal, monthl,	I	Church Review, monthly,		3,100
Pacific Wine & Spirit Review, m'y,	1,666	Connecticut Magazine, bi-m'y,		F
Traveler, monthly,	G	Meriden, Morn'g Rec'd & Repub'n, d'y,		I
Western Journal of Education, m'y,	I	Middletown, Penny Press, daily,		I
Wholesalers' and Retailers' Review, monthly,	3,708	Tribune, daily,		I
Rescue, bi-monthly,	H	New Britain, Record, daily,		I
San Jose, Herald, daily,	I	New Haven, Evening Leader, daily,		I
Mercury, daily,	I	Evening Register, } daily,		11,594
Fanciers' Monthly,	I	Register, } S'day,		G
Pacific Tree and Vine, m'y,	1,225	Morn'g J'l and Courier, d'y,		H
San Luis Obispo, Breeze, semi-weekly,	I	Palladium, daily,		I
Santa Rosa, Press-Democrat, semi-w'y,	I	Union, } daily,		14,509
Republican, } daily,	I	Union, } Sunday,		G
Republican, } semi-weekly,	I	Commercial Record, } w'y,		I
Stockton, Evening Mail, } daily,	I	Conn. Industrial J'l, } m'y,		I
Mail, } weekly,	I	La Stella D'Italia, weekly,		I
Independent, } daily,	I	Yale Alumni Weekly,		5,716
Independent, } weekly,	I	Loomis' Musical and Masonic Journal, m'y,		1,000
Buenavista, Colorado Republican, w'y,	I	New London, Day, daily,		4,619
Canon City, Record, weekly,	1,000	Newtown, Bee, weekly,		H
Colorado Springs, Colo. Telegraph, d'y,	I	Norwalk, Evening Hour, } daily,		I
Gazette, daily,	G	Hour, } weekly,		I
Mining Record, d'y,	I	Norwich, Evening Record, } daily,		H
Cripple Creek, Evening Star, daily,	I	Cooley's Weekly, } I		I
Denver, Morn'g Times Citizen, d'y,	3,929	Le Canado-Americain, w'y,		1,475
Post, daily,	27,609	Putnam, Patriot, weekly,		I
Record Stockman, daily,	H	Windham Co. Observer, w'y,		3,740
Republican, daily,	26,641	Seymour, Record, weekly,		1,138
Rocky Mountain News, daily,	27,043	Stafford Springs, Press, weekly,		1,330
		Stamford, Advocate, } daily,		2,400
		Advocate, } weekly,		2,400
		Telegram, daily,		I



Advertising in

The Sun

Yields Large  
Returns.

Address

THE SUN, NEW YORK.

Thompsonville, Press, weekly,	1,150	Atlanta, Market Reporter, weekly,	I
Torrington, Evening Register, daily,	I	Christ's Recorder, w'y,	I
Waterbury, American, daily,	I	Southern Star, weekly,	I
Evening Democrat, daily,	I	Sunny South, weekly,	F
Le Connecticut, weekly,	1,82	Wesleyan Chris'n Advo'te, w'y,	F
Sunday Herald,	I	Southern Cultivator and Dixie	
Westport, Modern Embalmer, monthly,	7,500	Farmer, semi-monthly,	F
Willimantic, Chronicle, daily,	I	Alkahest, monthly,	H
Winsted, Evening Citizen, daily,	I	Dixie, monthly,	I
Litchfield Co. Leader, weekly,	I	J'nal-Record of Medicine, m'y,	1,525
DELAWARE.			
Dover, Index, weekly,	1,232	Pythian Lodge Secret, m'y,	2,818
Delaware Workman, monthly,	H	Railroad Herald, monthly,	I
Wilmington, Evening Journal, daily,	5,388	South'n Congregationalist, m'y,	I
Every Evening and Com-		South'n Educational J'nal, m'y,	I
mercial, daily,	F	Southern Ruralist, monthly,	F
Morning News, daily,	G	Augusta, Chronicle, } daily,	I
Republican, daily,	H	Chronicle, } Sunday,	I
Sun, daily,	H	Herald, } daily,	H
D'ware Farm & Home, w'y,	5,826	Herald, } Sunday,	I
Peninsula Methodist, w'y,	I	Tribune, } daily,	2,339
Sunday Morning Star,	G	Georgia Tribune, } weekly,	I
Board of Trade J'nal, m'y	I	Georgia Baptist, weekly,	H
DISTRICT OF COLUMBIA.			
Washington,		Bainbridge, Democrat, weekly,	I
Evening Star, daily,	33,683	Carrollton, Carroll Free Press, weekly,	I
Post, } daily,	D	Cartersville, News Courant, weekly,	I
Post, } Sunday,	D	Cedartown, Standard, weekly,	I
Post, } weekly,	F	Columbus, Enquirer-Sun, } daily,	I
Times (morning & even'g), } daily, ##		Columbus, Enquirer-Sun, } Sunday,	I
Times, } Sun'y, ##		Ledger, } daily,	I
Army and Navy Register, weekly,	I	Ledger, } Sunday,	I
Colored American, weekly,	H	Cumming, North Georgia Baptist, w'y,	I
Department News, weekly,	4,750	Dalton, Mus. Teacher & Home Mag., m'y,	F
Hatchet, Sunday,	F	Dawson, News, weekly,	1,250
Journal of the K. of L., weekly,	I	Decatur, Our Missionary Helper, m'y,	I
Liquor Dealer, weekly,	2,226	Elberton, Star, weekly,	1,679
National Tribune, weekly,	110,630	Fitzgerald, Enterprise, weekly,	1,152
National Watchman, weekly,	35,215	Gainesville, Eagle, weekly,	I
New Century, weekly,	H	Jackson, Georgia Poultry Herald, m'y,	2,000
Pathfinder, weekly,	C	Macon, Telegraph, } daily,	H
Sentinel, weekly,	I	Telegraph, } Sunday,	H
Woman's Tribune, bi-weekly,	I	Telegraph, } semi-weekly,	I
American Inventor, semi-m'ly,	7,945	Marietta, Journal, weekly,	I
Postmasters' Home Journal, semi-		Milledgeville, Union Recorder, weekly,	I
monthly,	I	Newnan, Herald and Advertiser, w'y,	1,460
Army and Navy Magazine, m'thy,	I	Pavo, Pilgrim's Banner, monthly,	1,200
Bulletin of the Bureau of Ameri-		Quitman, Advertiser, weekly,	I
can Republics, monthly,	I	Free Press, weekly,	I
Church Militant, monthly,	I	Rome, Masonic Herald, monthly,	2,058
Dye's Government Counterfeit De-		Savannah, Morning News, } daily,	I
lector, monthly,	I	Morning News, } Sunday,	I
Feather, monthly,	G	News, } weekly,	I
Home Magazine (subscription 50c.		Press, daily,	G
a year), monthly,	C	Georgia Journal of Medicine	
Inventive & Patent Index,		and Surgery, monthly,	4,106
monthly,	H	New York Musical Echo, m'y,	I
National Elks Horn, monthly,	2,283	Southern Drug and Paint	
Nat'l Geographic Magazine, m'y,	I	Review, monthly,	I
Nat'l Illustrated Magazine, m'y,	H	Swainsboro, Wiregrass Blade, weekly,	1,123
Occult Truths, monthly,	1,600	Tifton, Gazette, weekly,	1,686
Patent Record, monthly,	C	Valdosta, Times, weekly,	2,500
Postal Magazine, monthly,	4,167	HAWAII.	
Postal Record, monthly,	15,875	Honolulu, Evening Bulletin, daily,	I
Postmasters' Advocate, monthly,	25,843	Hawaiian Star, daily,	I
Amer. Annals of the Deaf, bi-m'y,	1,100	Pac. Com'l Advertiser, daily,	2,478
Gouric's Washington Digest, bi-m'y,	H	Nupepa Kuokoa, weekly,	2,068
Catholic University Bulletin, q'y,	I	Lahaina, Hawaii's Young People, m'y,	2,390
University Courier, quarterly,	G	IDAHO.	
FLORIDA.			
Brooksville, Register, weekly,	I	Boise, Idaho Statesman, } daily,	I
Evaville, Datil Pepper, monthly,	H	Idaho Statesman, } Sunday,	I
Gainesville, Sun, semi-weekly,	I	Weiser, Signal, weekly,	1,144
Jacksonville, Fla. Times-Union		ILLINOIS.	
and Citizen, } daily,	I	Albion, Journal, weekly,	1,582
Times-Union and		Aledo, Democrat, weekly,	I
Citizen, } S'day,	H	Times-Record, weekly,	I
Times-Union and		Alton, Sentinel-Democrat, weekly,	I
Citizen, } s-w'y,	H	Anna, Democrat, weekly,	I
Metropolis, daily,	6,281	Talk, weekly,	2,114
Leesburg, Fla. Chris'n Advocate, w'y,	H	Home and Health Helper, m'y,	1,706
Monticello, Constitution, weekly,	I	Arcola, Record, weekly,	I
Ocala, Banner, weekly,	I	Aurora, Express, } daily,	I
Florida Baptist Witness, weekly,	I	Herald-Express, } semi-weekly,	I
Pensacola, News, daily,	I	News, } daily,	4,235
Tallahassee, Tallahasseean, weekly,	I	News, } semi-weekly,	I
Tampa, Morning Tribune, } daily,	I	Yeoman, monthly,	4,425
Tribune, } weekly,	H	Austin, Vindicator, weekly,	I
GEORGIA.			
Athens, Southern Farmer, monthly,	F	Barry, Adage, weekly,	I
Woman's Work, monthly,	F	Bell-ville, Post and Zeitung, weekly,	I
Atlanta, Constitution, } daily,	E	Belvidere, Republican, } d'y,	1,300
Constitution, } weekly,	B	Boone Co Republican, } w'y,	I
Journal, } daily,	30,159	Bloomington, Bulletin, daily,	I
Journal, } semi-weekly,	28,889	Pantagraph, } daily,	7,745
Christian Index, weekly,	G	Pantagraph, } weekly,	7,730
Jewish Sentiment, weekly,	I	Home Circle, monthly,	F
		Illinois Freemason, m'y,	I
		School and Home Educa-	
		tion, monthly,	F
		Tailor, monthly,	7,000

Carbondale, Farmers' Institute, m'y,	3,222	Chicago, Katholisches Wochenblatt, w'y,	I
Carlinville, Macoupin Co. Enquirer, w'y,	I	Law Journal, weekly,	4,786
Carmi, White Co. Democrat, weekly,	I	Ledger, weekly,	B
Champaign, Times, weekly,	I	Legal News, weekly,	3,000
Chenona, Clipper, weekly,	1,121	Lietuva, weekly,	4,639
Chicago, Abendpost, } daily,	41,578	L'Italia, weekly,	D
Sonntags Post, } Sunday,	D	Little Chronicle, weekly,	7,429
Arbeiter Zeitung, } daily,	I	Live Stock Journal, weekly,	G
Die Fackel, } Sunday,	H	Live Stock Report, weekly,	15,329
Chronicle, daily,	I	Markets, weekly,	F
Der Republikaner, daily,	I	Midland, weekly,	G
Drovers' Journal, } daily,	C	Missions-Wannen, weekly,	16,689
Drovers' Journal, } semi-weekly,	G	Modern Grocer, weekly,	G
Drovers' Journal, } weekly,	H	Monitor, weekly,	F
Dziennik Chicagoski, daily,	G	Narod Polski, weekly,	I
Evening Post, daily,	E	Nat'l Corpora'n Reporter, w'y,	G
Hearst's Chicago American, d'y,	B	National Rural and Family	
Ill. Staats-Zeitung, } morning,	F	Magazine, weekly,	G
Freie Presse, } evening,	F	New Voice, weekly,	51,692
Westen und Daheln, } Sunday,	F	New World, weekly,	G
Freie Presse, } weekly,	H	N. W. Christ'n Advocate, w'y,	29,869
Inter Ocean, } daily,	C	Nya Wecko Posten, weekly,	G
Inter Ocean, } Sunday,	B	Orange Judd Farmer, weekly,	67,401
Inter Ocean, } weekly,	F	Prairie Farmer, weekly,	G
Chicago Weekly,	I	Presto, weekly,	I
Journal, daily,	B	Pritel Ditek, weekly,	I
Labor World, daily,	I	Public, weekly,	6,683
Narod, daily,	I	Railway Age, weekly,	H
News, daily,	275,789	R'y & Engineering Rev'w, w'y,	3,000
Racing Form, daily,	I	Railway Mail, weekly,	I
Record Herald (Record), d'y,	154,120	Ram's Horn, weekly,	111,066
Republican, daily,	I	Reform Advocate, weekly,	E
Skandinaven } daily,	E	Revyen, weekly,	1,740
Skandinaven } Sunday,	E	Sandebudet, weekly,	F
Skandinaven } semi-weekly,	C	Saturday Blade, weekly,	B
South Side Daily Sun,	F	Scandia, weekly,	H
Duch Casn, } Sunday,	I	Sentinel of Liberty, weekly,	F
Amerikan, } semi-weekly,	G	Shoe and Leather Review, w'y,	H
Tribune, daily,	75,000	Shoe Trade Journal, weekly,	H
Concordia, semi-weekly,	I	Sloboda, weekly,	G
Katolik, semi-weekly,	G	Sotek, weekly,	I
Advance, weekly,	30,542	Standard, weekly,	G
American Artisan, weekly,	G	Svenska Amerikanaren, w'y,	F
American Bee Journal, w'y,	G	Svenska Kuriren, weekly,	G
American Field, weekly,	H	Sv'ka Nyheter-Humoristen, w'y,	F
American Florist, weekly,	G	Svenska Tribunen, weekly,	F
American Lumberman, w'y,	11,218	Telegraf, weekly,	H
Amusement Guide, weekly,	10,899	Union Signal, weekly,	C
Appeal, weekly,	E	Unity, weekly,	H
Baptist Union, weekly,	28,334	Verdens Zeitung, weekly,	I
Black Diamond, weekly,	G	Western Bowler's Journal, w'y,	5,800
Bladet, weekly,	E	West'n British American, w'y,	18,000
Broeders' Gazette, weekly,	C	Western Catholic, weekly,	12,074
Canadian American, weekly,	11,000	Western Electrician, weekly,	H
Catholic Pilot, weekly,	I	Western Trade Journal, w'y,	21,645
Champion of Fair Play, w'y,	H	Western Underwriter, weekly,	2,600
Christian Century, weekly,	G	Zenske Listy, weekly,	I
Citizen, weekly,	18,213	Zgoda, weekly,	F
Dairy Produce, weekly,	3,000	Harwood Record, bi-weekly,	2,392
Der Christliche Talsmand, w'y,	I	Lutherischer Kirchenfreund,	I
De Beobachter, weekly,	G	bi-weekly,	I
Deutsche Warte, weekly,	D	Apparel Gazette, semi m'y,	3,500
Die Rundschau, weekly,	E	Commercial Poultry, semi m'y,	C
Dispatch, weekly,	H	Dairy and Creamery, semi-m'y,	G
Dry Goods Reporter, weekly,	C	Dial, semi-monthly,	I
Eagle, weekly,	D	Gardening, semi-monthly,	I
Economist, weekly,	2,825	Grain Dealers' Journal, semi-	
Epworth Herald, weekly,	114,619	monthly,	
Erholungstuden, weekly,	D	Hospodarske Listy, semi-m'y,	4,464
Evangelisten, weekly,	I	National Laundry Journal,	
Farmers' Review, weekly,	F	semi-monthly,	
Farmers' Union, weekly,	F	Wool Markets and Sheep,	
Farmers' Voice, weekly,	F	semi-monthly,	H
Farm, Field and Fireside, w'y,	E	Acetylene Gas Journal, m'y,	5,070
Farm Implement News, w'y,	10,625	Ad Sense, monthly,	H
Flaming Sword, weekly,	2,300	Advertising Experience, m'y,	I
Florists' Review, weekly,	6,000	Agricultural Advertiser, m'y,	H
Flower Garden, weekly,	I	Alkaloidal Clinic, monthly,	26,416
Folke Vennen, weekly,	4,797	American Building Association	
Fosterlandet, weekly,	G	News, monthly,	D
Free Methodist, weekly,	6,664	American Family Journal, m'y,	4,466
Free Society, Sunday,	I	Am. Furniture Gazette, m'y,	I
Gamla Och Nya Hemlandet, w'y,	D	American Horse-Owner, m'y,	I
Gazeta Katolicka, weekly,	I	American Illustrated, monthly,	X
Gazeta Polska, weekly,	G	American Jeweler, monthly,	G
Graphic, weekly,	I	American Miller, monthly,	I
Grocer, weekly,	X	American Poultry Journal, m'y,	D
Grocers' Criterion, weekly,	F	American Sheep-Breeder, m'y,	H
Hide and Leather, weekly,	H	American Swineherd (subscrip-	
Home Light, weekly,	I	tion 50c. a year), monthly,	O
Horseman, weekly,	G	Arkansas Traveler, monthly,	H
Horse Review, weekly,	G	Associated Merchants' J'l, m'y,	3,543
Interior, weekly,	G	Bakers' Helper, monthly,	H
Iron and Steel, weekly,	3,592	Banker, monthly,	H
Israelite, weekly,	13,618	Banner of Gold, monthly,	I
Journal of the American Medi-		Reet Sugar Gazette, monthly,	I
cal Association, weekly,	21,036	Biblical World, monthly,	I

Chicago, Birds and Nature, monthly,	25,000	Chicago, Operative Miller, monthly,	5,008
Bonds and Mortgages, m'y,	2,200	Park and Cemetery, monthly,	I
Boyc's Monthly (subscription 25c. a year),	B	People's Health Journal, m'y,	I
Brann's Iconoclast, monthly,	E	Photo-Beacon, monthly,	6,166
Brewer and Maltster, monthly,	H	Progress, monthly,	F
Brick, monthly,	5,416	Pythian Record, monthly,	I
Campbell's Illustrated J'l, m'y,	D	Pythian Tribune, monthly,	I
Carter's Monthly Club Life,	I	Radford Review, monthly,	12,000
Caxton Caveat, monthly,	H	Railway Master Mechanic, m'y,	H
Cement and Engineering News, monthly,	I	Railway Surgeon, monthly,	I
Chief and Steward, monthly,	3,267	Rand-McNally Bankers' M'y,	6,334
Child Garden, monthly,	G	Reporter, monthly,	I
Christian Cynosure, monthly,	2,250	Review of Education, monthly,	5,000
Christognosis, monthly,	I	Roadmaster and Foreman, monthly,	G
Church Choir, monthly,	17,333	School Review, monthly,	1,650
Climax, monthly,	E	Scroll, monthly,	I
Commercial Stamp Trade Journal, monthly,	1,173	Sewing Machine Advance, m'y,	I
Commons, monthly,	I	Show Window, monthly,	6,041
Confectioner and Baker, m'y,	I	Sports Afield, monthly,	28,167
Conkey's Home Journal (subscription 50c. a year, m'thly,	B	Suggestion, monthly,	4,988
Cram's Magazine, monthly,	I	S. S. Lesson Illustrator, m'y,	G
Dairy World, monthly,	I	Svobodna Skola, monthly,	2,000
Deaconess Advocate, m'thly,	23,468	Universal Truth, monthly,	I
Dental Digest, monthly,	G	Vegetarian Magazine, monthly,	I
Der Auswanderer, monthly,	H	Western Druggist, monthly,	13,137
Detective, monthly,	I	Western Milliner, monthly,	G
Deutsche Industrie, monthly,	H	Western Painter, monthly,	H
Dramatic Magazine, monthly,	H	Western Undertaker, m'y,	I
Echo, monthly,	F	Western World, Illustrated, monthly,	D
Equity, monthly,	F	What to Eat, monthly,	G
Facts and Fiction, monthly,	75,181	Young Crusader, monthly,	I
Farm, Field & Stockman (subscription 50c. a year), m'thly,	35,555	American Journal of Sociology, bi-monthly,	I
Financial Review, monthly,	I	Journal of Osteopathy, bi m'y,	I
Fine Arts Journal, monthly,	18,208	Journal of the Western Society of Engineers, bi-monthly,	1,500
Forester Gazette, monthly,	I	Modern Buildings, bi-monthly,	I
Four O'Clock, monthly,	I	Western Clinical Recorder, bi-monthly,	I
Free Thought Magazine, m'y,	3,000	American Journal of Theology, quarterly,	I
Furniture Herald, monthly,	I	Blasts from the Ram's Horn, q'y,	I
Garden and Farm (subscription 50c. a year), monthly,	60,000	Illinois State Association Notes (subscription 25c. a year), q'y,	10,000
Glass and Pottery World, m'y,	H	Monist, quarterly,	I
Great Pictures, monthly,	I	Storey's Quarterly,	10,500
Home Art, monthly,	H	Chicago Heights, Signal, weekly,	1,174
Homefolks (subscription 25c. a year), monthly,	B	Chillicothe, Enquirer, weekly,	I
Home Forum (subscription 50c. a year, monthly,	C	Clayton, Enterprise, weekly,	1,008
Home Life, monthly,	3,750	Clinton, Register, weekly,	I
Hotel Monthly,	I	Danville, Evening Commercial, daily,	I
House Beautiful, monthly,	I	News, daily,	I
Household Guest (subscription 50c. a year), monthly,	A	Inter State School Review, w'y,	H
Household Realm, monthly,	F	Decatur, Herald, daily,	H
Humane Journal, monthly,	H	Herald, semi-weekly,	H
Human Faculty, monthly,	I	Review, daily,	4,785
Illinois Odd-Fellow, monthly,	I	Review, Sunday,	4,794
Independent Forester, m'y,	F	Review, weekly,	2,855
Inland Printer, monthly,	E	Woodman, semi-monthly,	I
International, monthly,	I	Trainer's Lesson Leaf, m'thly,	H
International Woodworker, m'y,	H	Dekalb, Review, weekly,	1,500
Irrigation Age, monthly,	H	American Fancier and Breeder, monthly,	I
Jewelers' Journal, monthly,	H	Delavan, Times-Press, weekly,	I
Journal of Official Surgery, monthly,	I	Dixon, Star, tri-weekly,	I
Journal of Suggestive Therapeutics, monthly,	22,563	Duquoin, Baptist News, weekly,	I
Kindergarten Magazine, m'y,	H	Dwight, Star and Herald, weekly,	I
Mail Order Journal, monthly,	7,491	Banner, monthly,	G
Masonic Voice Review, m'y,	D	Edwardsville, Intelligencer, semi-w'y,	2,256
Medical Advance, monthly,	I	Erlingham, Democrat, weekly,	1,450
Medical Era, monthly,	I	Elgin, News, daily,	I
Medical Recorder, monthly,	8,683	Dairy Report, weekly,	H
Medical Standard, monthly,	9,285	Inglenook, weekly,	I
Medical Times, monthly,	4,383	Young People's Weekly (subscription 50c. a year), Sunday,	238,395
Medical Visitor, monthly,	I	Fairbury, Blade, weekly,	I
Milk News, monthly,	I	Fairfield, Republican, weekly,	1,118
Mission Studies, monthly,	I	Sun, weekly,	I
Mixed Stocks, monthly,	I	Wayne Co. Press, weekly,	I
Modern Machinery, monthly,	I	Wayne Co. Record, weekly,	1,600
Modern Traveler, monthly,	4,090	Freeport, Bulletin, daily,	I
Monumental News, monthly,	H	Bulletin, weekly,	I
Music, monthly,	H	Deutscher Anzeiger, weekly,	I
National Auctioneer, monthly,	I	National Poultry Journal, m'y,	7,790
National Banker, monthly,	##	Poultry Tribune, monthly,	G
National Builder, monthly,	4,245	Fulton, Mystic Worker, monthly,	17,416
National Engineer, monthly,	E	Galena, Gazette, weekly,	I
National Harness Review, m'y,	5,167	Galesburg, Evening Mail, daily,	H
National Printer Journalist, monthly,	I	Mail, weekly,	H
Nichols' Monthly (subscription 25c. a year),	B	Republican-Register, d'y,	2,498
Open Court, monthly,	I	Republican-Register, w'y,	1,969
		Labor News, weekly,	I
		Geneseo, Republic, weekly,	2,490
		Western Swineherd, monthly,	H

# The Evening Wisconsin MILWAUKEE.

Increased Advertising in  
THE  
**Evening Wisconsin**  
For the twelve months of 1901.

		1900.	1901.
		Columns.	Columns.
1st Week		122	151
2d "		149	180
3d "		136	174
4th "		140	167
5th "		137	154
6th "		148	172
7th "		150	173
8th "		173	163
9th "		162	192
10th "		177	200
11th "		168	220
12th "		180	230
13th "		246	293
14th "		216	244
15th "		197	234
16th "		167	217
17th "		232	247
18th "		200	220
19th "		193	234
20th "		170	223
21st "		182	219
22d "		177	204
23d "		185	191
24th "		176	193
25th "		172	191
26th "		167	183
27th "		118	135
28th "		139	144
29th "		136	152
30th "		121	151
31st "		110	134
32d "		121	158
33d "		128	144
34th "		146	134
35th "		167	149
36th "		171	169
37th "		184	195
38th "		187	174
39th "		215	189
40th "		207	190
41st "		194	220
42d "		197	252
43d "		224	208
44th "		202	199
45th "		210	246
46th "		229	242
47th "		239	258
48th "		244	247
49th "		239	271
50th "		269	299
51st "		262	309
52d "		132	146
		9,313	10,384

Columns Increase, - - 1.071

"A man is best known by his neighbors," and it is equally true that a newspaper is best known by the people of the city in which it is published.

The Milwaukee EVENING WISCONSIN may be pardoned for being proud of the fact that it is used by all advertisers in the city of Milwaukee who do any general advertising at all.

This is the estimate of the newspaper by the business community of its own city, and it can be said of very few newspapers in any city.

Gibson City, Gibson Courier, weekly,	1,187	Quincy, Reliable Poultry Journal, m'y,	C
Harvard, Herald, weekly,	I	Rantoul, Press, weekly,	I
Independent, weekly,	I	Reynolds, Press, weekly,	1,241
Havana, Mason Co. Democrat, weekly,	1,700	Robinson, Argus, weekly,	I
Henry, Republican, weekly,	I	Constitution, weekly,	I
Highland, Journal, weekly,	I	Rochelle, Independent, weekly,	I
Union, weekly,	1,200	Rockford, Morning Star, } daily,	4,107
Hillboro, Montgomery News, weekly,	I	Star, } semi-weekly,	4,743
Hinsdale, National Fanciers' Jour., m'y,	4,033	Register-Gazette, } daily,	3,252
Jacksonville, Illinois Courier, weekly,	I	Register-Gazette, } semi-w'y,	6,723
Farm, bi weekly,	1,123	Republic, daily,	H
Joliet, News, } weekly,	G	Furniture Journal, semi-m'y,	I
Republican, daily,	5,817	Rock Island, Argus, } daily,	2,576
Kankakee, Times, semi-weekly,	I	Argus, } Sunday,	I
Kewanee, Star-Courier, } daily,	1,914	Union, daily,	I
Star-Courier, } weekly,	I	Augustana, weekly,	12,853
Kinmundy, Our Horticult' Visitor, m'y,	3,167	Augustana Journal, s-m'y,	I
Lacon, Journal, weekly,	I	Royal Neighbor, m'thly,	104,166
Marshall Co. Democrat, weekly,	I	Tri-City Unionist, m'y,	I
Lawrenceville, Lawrence Co. News, w'y,	I	Ungdoms Vænner, m'y,	3,575
Lexington, Unit, weekly,	I	Salem, Marion Co. Democrat, weekly,	I
Lincoln, Courier, semi-weekly,	I	Shelbyville, Democrat, weekly,	1,700
Times, weekly,	I	Our Best Words, monthly,	I
Volksblatt-Bundschau, weekly,	I	Sparta, Argonaut, weekly,	1,022
Litchfield, Mut. Protective League, m'y,	15,415	Springfield, Illinois State Journal, } daily,	I
Searchlight, monthly,	13,013	Illinois State Journal, } s-w'y,	I
Lockport, Phoenix Advertiser, weekly,	I	Illinois State Register, } daily,	G
London Mills, London Times, weekly,	I	Illinois State Register, } s-w'y,	H
Macomb, By-Stander, weekly,	1,145	Illinois State Register, } w'y,	H
Marshall, Clark Co. Herald, weekly,	I	News, daily,	I
Mason City, Times, weekly,	I	Illinois Tradesman, weekly,	3,000
Mattoon, Journal, } daily,	1,070	Illinois Meth. Jour., bi-w'y,	2,257
Journal, } weekly,	1,127	Odd Fellows' Herald, s-m'y,	H
Star, weekly,	I	Court of Honor (subscription \$50 a year), monthly,	C
Commercial, weekly,	I	Farm Home, monthly,	26,150
Gazette, weekly,	I	Royal Circle, monthly,	E
Mendota, Our Hope & Life in Christ, w'y,	H	Streator, Free Press, } daily,	I
Sun-Bulletin, weekly,	I	Free Press, } weekly,	I
Moline, Dispatch, daily,	2,136	Sullivan, Saturday Herald, weekly,	1,560
Evening Mail, daily,	2,006	Sycamore, True Republican, semi-w'y,	1,178
Journal, daily,	I	Taylorville, Christian Co. Courier, w'y,	H
Ungdomens Sandebud, m'y,	1,200	Fraternal Army Banner, m'y,	H
Monmouth, Republican Atlas, weekly,	2,280	School News, monthly,	18,051
Monticello, Bulletin, weekly,	I	Toulon, Spark Co. News, weekly,	I
Platt Co. Republican, w'y,	1,475	Tuscola, Journal-Republican, weekly,	H
Morris, Herald, weekly,	I	Review, weekly,	2,150
Mount Carmel, Register, weekly,	I	Urbana, Courier, weekly,	H
Mount Carroll, Carroll Co. Democrat,	I	Warren, Sentinel-Leader, weekly,	I
semi-weekly,	I	Waterloo, Republican,	1,960
Mount Morris, Index, weekly,	I	Watseka, Republican, weekly,	I
Mount Olive, Teutonia, weekly,	I	Waukegan Sun,	I
Mount Pulaski, News, weekly,	I	Weekly Sun & Lake Co. } d'y,	I
Mount Sterling, Democrat-Message,	I	Patriot,	I
semi-weekly,	I	Woodhull, Dispatch, weekly,	I
National Stock Yards, National Live	1,577	Woodstock, Sentinel, weekly,	I
Stock Reporter, daily,	G	Yorkville, Kendall Co. Record, weekly,	1,850
Oakland, Ledger, weekly,	I	INDIANA.	
Oakpark, Week's Current, weekly,	12,355	Albion, New Era, weekly,	1,100
Nachrichten aus Schleswig-	I	Anderson, Herald, } daily,	1,000
Holstein, bi-weekly,	H	Herald, } weekly,	1,000
Intelligencer, semi-monthly,	12,630	Angola, Steuben Republican, weekly,	I
Illinois Royal Arcanum Rec-	I	Batesville, Democratic Herald, weekly,	I
ord, monthly,	G	Berne, Christlicher Bundesbote, w'y,	2,147
Star-Monthly,	111,111	Farm and Haus, monthly,	7,075
Olney, Advocate, weekly,	I	Bloomfield, Democrat, weekly,	I
Oregon, Ogile Co. Republican, weekly,	1,800	News, weekly,	I
Ottawa, Cent. Illinois Wochenblatt, w'y,	I	Bluffton, Chronicle, w'ly,	I
Fair Dealer, weekly,	2,032	Brownstown, Banner, weekly,	1,249
Lasalle Co. Herald, weekly,	I	Charleston, Hoosier Democrat and	I
Pekin, Post-Tribune, } daily,	2,240	Clark Co. Record, weekly,	I
Tazewell Co. Tribune, } weekly,	3,603	Chrisney, Sun, weekly,	I
Freie Presse, weekly,	2,257	Churubusco, Saturday Truth, weekly,	I
Anchor and Shield, monthly,	20,315	Columbia City, Mail, weekly,	1,670
Peoria, Democrat, } daily,	I	Rathbone, Sister Tid-	I
Demokr., } weekly,	I	ings, monthly,	I
Evening Star, } daily,	15,729	Connersville, Examiner, daily,	1,001
Sunday Morning Star, } Sunday,	8,375	Courier, weekly,	1,350
Herald-Transcript, } daily,	H	Covington, Friend, weekly,	1,478
Herald-Transcript, } Sunday,	H	Crawfordsville, Journal, } daily,	1,584
Journal, } daily,	H	Journal, } weekly,	3,399
Journal, } Sunday,	H	Charlot, monthly,	E
Illinois Farmer, semi-monthly,	I	Crown Point, Register, weekly,	1,054
Locomotive Firemen's Maga-	I	Danville, Republican, weekly,	1,574
zine, monthly,	42,851	Delphi, Carroll Co. Citizen Times, w'y,	2,266
Masonic News, monthly,	1,150	Journal, weekly,	2,300
Pittsfield, Pike Co. Democrat, weekly,	1,950	Derby, Game Bird, monthly,	H
Pontiac, Leader, weekly,	I	Elkhart, Mennonitische Rundschau, w'y,	I
Port Byron, Globe, weekly,	1,296	Herald of Truth, semi-m'y,	I
Princeton, Bureau Co. Tribune, weekly,	I	Young People's Paper, m'thly,	I
Quincy, Journal, daily,	F	Ellettsville, Farm, weekly,	I
Whig, } daily,	H	English, Crawford Co. Democrat, w'y,	I
Whig, } Sunday,	H	Evansville, Courier, daily,	8,555
Farmers' Call, weekly,	G	Demokrat, } daily,	8,800
Club Life, monthly,	H	Demokrat, } weekly,	7,550
Our Order, monthly,	H	Journal News, } daily,	9,944
Poultry Keeper, monthly,	17,167	Journal News, } Sundays,	G

# PRINTERS' INK.

11

Evansville, Economist, weekly,	I	Marion, Morning News, } daily,	I
Indiana Post, weekly,	I	Morning News, } Sunday,	I
Hoosier Watchman, m'thly,	H	Grant Co. News, } semi w'kly,	I
Fort Wayne, Journal-Gazette, } daily,	4,500	Shield of Phi Kappa Psi, s'-qtrly,	I
Journal Gazette, } w'kly,	I	Mishawaka, Power and Transmission	I
News, daily,	I	(subscription 25c. a year),	I
Sentinel, } daily,	G	quarterly,	21,125
Sentinel, } weekly,	I	Monticello, Herald, weekly,	I
Business Guide, monthly,	I	Muncie, Morning News, } daily,	4,603
Medical Jour. Mag., m'ly,	I	Star and News, } semi-weekly,	G
Fowler, Benton Review, weekly,	1,544	Times, } daily,	I
Frankfort, Crescent, weekly,	I	Times, } weekly,	I
American Standard, w'kly,	4,286	New Albany, Medical Herald, monthly,	5,000
Franklin, Democrat, weekly,	I	Newcastle, Tribune, weekly,	I
Goshen, Democrat, semi-weekly	I	Newport, Hoosier State, weekly,	1,316
Cooking Club, monthly	21,635	Noblesville, Hamilton Co. Ledger, w'y,	I
Greencastle, Banner, weekly,	I	Notre Dame, Ave Maria, weekly,	24,800
Democrat, weekly,	I	Scholastic, weekly,	I
Star Press, weekly,	I	Orleans, Progress-Examiner, weekly,	I
Greenfield, Republican, weekly,	I	Owensville, Messenger, weekly,	I
Herald, weekly,	I	Peru, Miami Co. Sentinel and Record,	I
Primitive Monitor, m'ly,	I	semi-weekly,	H
Huntington, Christ'n Conservator, w'y,	H	Republican, weekly,	I
Farmers' Guide, weekly,	C	Pierceton, Record, weekly,	1,012
Indianapolis,		Plymouth, Republican, weekly,	H
Indiana Tribune, } daily,	I	Portland, Sun, semi weekly,	I
Indiana Tribune, } Sunday,	I	Rensselaer, Republican, semi-weekly,	I
Journal, daily,	18,637	Richmond, Evening Item, daily,	H
Journal, Sunday,	12,847	Palladium, weekly,	I
Indiana State Journal, w'ly,	6,290	Sun-Telegram, } daily,	1,665
Live Stock Journal, daily,	I	Sun-Telegram, } weekly,	1,300
News, daily,	49,787	New Enterprise, semi-m'ly,	I
Reporter, daily,	I	Rockport, Journal, weekly,	I
Sentinel, } daily,	F	Rockville, Republican, weekly,	I
Sentinel, } Sunday,	F	Rossville, Populist Journal, weekly,	I
Indiana State Sentinel, } weekly,	79,963	Rushville, American, weekly,	I
Sun, daily,	G	Salem, Democrat, weekly,	2,189
Ind. Volksblatt und Telegraph, w'y,	I	Republican Leader, weekly,	I
American Tribune, weekly,	F	Seymour, Republican, weekly,	1,403
Baptist Outlook, weekly,	H	Shelbyville, Democrat, } daily,	I
Freeman, weekly,	G	Shelby Democrat, } w'kly,	I
Indiana Farmer, weekly,	F	Shoals, News, Weekly,	1,041
Jersey Bulletin & Dairy Farming, w'y,	I	South Bend Tribune, daily,	3,692
Patriot Phalanx, weekly,	9,601	Spencer, Democrat, weekly,	I
Recorder, weekly,	I	Agriculturist Epitomist (sub-	I
Rough Notes, weekly,	I	scription 50c. a year), m'ly,	A
Trade Journal, weekly,	H	Sullivan, Democrat, weekly,	1,650
United Mine Workers' Journal, w'y,	F	Times, weekly,	I
Western Horseman, weekly,	G	Terre Haute, Evening Gazette, } daily,	4,724
Our Standard, semi-monthly,	H	Gazette, } w'kly,	H
Typographical Journal, semi m'ly,	F	Express, daily,	I
Am. Farmer, Live Stock & Poultry		Tribune, } daily,	6,096
Raiser, (sub. 50c. a year), m'ly,	50,000	Tribune, } Sunday,	5,193
Awakener, monthly,	I	Toiler, weekly,	I
Carriage Builder, monthly,	5,938	Vaccination, monthly,	I
Chronicle, monthly,	E	Tipton, Tribune, weekly,	I
Clay Worker, monthly,	H	Times, weekly,	I
Drainage Journal, monthly,	I	Union Dispatch, weekly,	I
Indianian, monthly,	H	Union City, Eagle & W'kly News, w'ly,	I
Inland Educator and Ind. School		Times, weekly,	I
Journal, monthly,	E	Guest, monthly,	I
Inland Poultry Journal, monthly,	5,041	Veedersburg, News, weekly,	I
Municipal Engineering, monthly,	2,834	Versailles, Republican, weekly,	2,407
Odd Fellows' Tallyman, monthly,	7,625	Vincennes, Commercial, weekly,	I
Up-to-date Farming & Gardening		Ladies' Home Ideal, m'thly,	H
(sub. 50c. a year), monthly,	A	Wabash, Plain Dealer, } daily,	1,087
Winonian, monthly,	I	Plain Dealer, } weekly,	2,436
Wood-Worker, monthly,	8,000	Warsaw, Northern Indianian, weekly,	H
Scroll of Phi Delta Theta, bi-m'ly,	I	National Union, weekly,	I
Jeffersonville, Indiana Endeavorer, m'y,	H	Waterloo, Press, weekly,	1,789
Kokomo, Dispatch, weekly,	I	Winamac, Pulaski Co. Democrat, w'ly,	1,585
Lafayette, Courier, } daily,	I	Republican, weekly,	I
Courier, } weekly,	I	INDIAN TREASURY,	I
Evening Call, } daily,	I	Ardmore, Ardmoreite, } daily,	1,077
Call, } weekly,	H	Ardmoreite, } weekly,	2,538
Morning Journal, } daily,	I	Comanche, News, weekly,	I
Journal, } weekly,	H	Grantham, Natural Farmer, bi-m'thly,	7,833
Commercial Gazette, w'kly,	I	Wagoner, Record, weekly,	1,291
Home Journal, weekly,	5,637	IOWA,	
Tippecanoe Farmer, semi-		Adel, Dallas Co. News, weekly,	1,541
monthly,	G	Albia, Companion of Forestry, weekly,	I
Lagrange, Saturday Call, weekly,	I	Monroe Co. News and Albia	I
Laporte, Herald, } daily,	1,062	Democrat, weekly,	2,508
Herald, } weekly,	1,323	Republican, weekly,	1,763
Laurel, Review, weekly,	1,400	Anamosa, Eureka, weekly,	I
Lebanon, Patriot, weekly,	I	Arlington, News, weekly,	1,368
Pioneer, weekly,	I	Atlantic, Telegraph, weekly,	I
Ligonia, Leader, weekly,	1,400	Messenger, tri-weekly,	I
Logansport, Pharos, weekly,	I	Case Co. Democrat, weekly,	I
Reporter, } daily,	I	Audubon, Republican, weekly,	1,063
Reporter, } semi-weekly,	I	Bedford, Free Press, weekly,	1,418
Advance, weekly,	I	Belle Plaines, Union, tri-weekly,	1,010
Chronicle, weekly,	3,000	Roone, Boone Co. Democrat, weekly,	I
Choir Music Journal, m'ly,	5,625	Breda, Ostfriesische Nachrichten, tri-	I
Marion, Chronicle, } daily,	H	monthly,	4,000
Chronicle, } weekly,	I	Burlington, Democrat-Journal, daily,	4,902
Leader, weekly,	I	Gazette, daily,	I

Burlington, Hawkeye, } daily,	6,000	Dubuque, Evening Globe-Journal, daily,	I
Hawkeye, } weekly,	H	Telegraph-Herald, } daily,	H
Volksfreund-Tribune, w'y,	I	Telegraph-Herald, } semi-w'y,	G
Carroll, Sentinel, semi-weekly,	I	Times, } daily,	H
Times, weekly,	I	Times, } weekly,	I
Cascade, Pioneer, weekly,	I	Catholic Tribune, weekly,	H
Cedarfalls, Dannervirke, weekly,	I	Der National Demokrat, w'y,	I
Globe, weekly,	I	Der Presbyterischer, weekly,	1,345
Cedar Rapids, Republican, daily,	H	Katholischer Westen, weekly,	G
Gazette, semi weekly,	I	Luxemburger Gazette, weekly,	I
Saturday Record, w'kly,	I	Dyersville, Commercial, weekly,	I
Kvinden og Hjemmet,	50,500	Elkader, Register, weekly,	1,728
monthly,	I	Fairfield, Ledger, weekly,	I
Modern Brotherh'd, m'y,	D	Forest City, Independent, weekly,	I
Railway Conductor, m'y,	D	Fort Dodge, Messenger, semi-monthly,	I
Western Penman, m'y,	F	Post, weekly,	1,838
West'n Poultry J'n'l, m'y,	I	Fort Madison, Gem City, weekly,	1,407
Centerpoint, Journal, weekly,	I	Mixer's Guide, monthly,	H
Centerville, Iowegian, semi-weekly,	I	Glenwood, Mills Co. Tribune, weekly,	I
Journal, weekly,	I	Grinnell, Herald, semi-weekly,	I
Chariton, Herald, semi-weekly,	I	Grundy Center, Grundy Co. Democrat,	I
Charles City, Iowa Teacher, monthly,	G	weekly,	1,296
Clarinda, Herald, semi-weekly,	H	Hampton, Chronicle, weekly,	I
Journal, weekly,	2,033	Franklin Co. Recorder, w'y,	I
Clear Lake, Mirror, weekly,	I	Globe, weekly,	I
Clinton, Advertiser, daily,	7,538	Harlan, Vegeteren, weekly,	I
Herald, } daily,	2,387	Hedrick, Journal, weekly,	1,665
Herald, } tri-weekly,	1,991	Humboldt, Humboldt Co. Independent,	I
Corning, Adams Co. Free Press, w'kly,	I	Humboldt Co. Republican,	I
Adams Co. Union-Rep'n, w'y,	I	weekly,	1,230
Correctionville, Sioux Valley News,	I	Humeston, Baptist Record, weekly,	1,257
weekly,	I	Idagrove, Era, weekly,	I
Corydon, Times Republican, weekly,	I	Ida Co. Pioneer, weekly,	I
Council Bluffs, Nonpareil, } daily,	I	Independence, Bulletin Journal, weekly,	I
Nonpareil, } weekly,	I	Conservative, weekly,	I
Cresco, Howard Co. Times, weekly,	I	Indianola, Record, weekly,	I
Plaindealer, weekly,	I	Iowa City, Republican, } daily,	1,145
Creston, Advertiser, daily,	I	Republican, } weekly,	I
Morning American, } d'y,	I	Iowa Citizen, weekly,	I
Morning American, } s'y,	I	Jefferson, Bee, weekly,	I
Independent American, w'y,	I	Souvenir, weekly,	I
Union Co. Progress, monthly,	I	Standard, weekly,	I
Davenport, Democrat, } Sunday,	I	Keokuk, Gate City, } daily,	I
Democrat, } weekly,	I	Gate City, } weekly,	I
Leader, } daily,	I	Keosauqua, Republican, weekly,	I
Leader, } Sunday,	I	Knoxville, Express, weekly,	I
Leader, } weekly,	I	Journal, weekly,	I
Times, daily,	4,263	Lake City, Graphic, weekly,	I
Iowa Reform, } semi-w'kly,	1,673	Lamoni, Independent Patriot, weekly,	I
Iowa Reform, } weekly,	1,334	Salts' Herald, weekly,	G
Ia. Catholic Messenger, w'y,	H	Zion's Hope, weekly,	G
Advance Farmer, monthly,	I	Autumn Leaves, monthly,	I
Decorah, Decorah-Posten and ved Ar-	37,846	Lansing, Allamakee Journal, weekly,	I
nen, weekly,	I	Mirror, weekly,	I
Evang. Luth. Kirketidende,	I	Le Mars, Globe, semi-weekly,	1,325
weekly,	G	Post, semi-weekly,	I
Public Opinion, weekly,	2,063	Sentinel, semi-weekly,	I
Republican, weekly,	1,938	Der Le Mars Herald, weekly,	I
Denison, Bulletin, weekly,	I	Leon, Reporter, weekly,	I
Des Moines,	I	Louan, Gazette, weekly,	1,399
Capital, } daily,	16,578	McGregor, News, weekly,	1,228
Capital, } weekly,	13,790	North Iowa Times, weekly,	I
Iowa State Register, } daily,	G	McIntire, School Companion, monthly,	I
Iowa State Register, } Sunday,	G	Malvern, Leader, weekly,	I
Iowa State Register, } weekly,	E	Manchester, Delaware Co. News, w'y,	I
Leader, } daily,	19,354	Manson, Democrat, weekly,	1,440
Leader, } weekly,	G	Mapleton, Advocate, weekly,	1,008
News, daily,	80,388	Maquoketa, Jackson Sentinel, weekly,	I
Christian Index, weekly,	H	Red Polled Record, bi m'y,	I
Commercial Gazette, weekly,	I	Marion, Sentinel, weekly,	I
Farmers' Tribune, weekly,	29,667	Marshalltown, Ev'ng Times-Republi-	I
Gazette, weekly,	I	can, daily,	G
Homestead, weekly,	52,596	Iowa Times-Republi-	I
Iowa Commonwealth, weekly,	4,561	can, semi-weekly,	G
Iowa Staats Anzeiger, weekly,	I	Herald, weekly,	I
Iowa Unionist, weekly,	3,540	Reflector, weekly,	I
Mall and Times, weekly,	I	Mason City, Times-Herald, weekly,	I
Spirit of the West, weekly,	5,174	Farmers' Institute, monthly,	F
Swithlod, weekly,	I	Rural Schools and Practi-	I
Wallace's Farmer, weekly,	27,838	cal Education, monthly,	I
Grand Army Advocate & Woman's	I	Neelrose, Big Four Saturday Record, w'y,	1,567
Relief Corps Magazine, s-m'y,	6,000	Monticello, Express, weekly,	1,558
Underwriters' Review, semi-m'y,	I	Mountayr, News, semi weekly,	1,806
Christian Worker, monthly,	H	Ringold Record, weekly,	I
Churchwoman's Magazine, m'y,	H	Mount Pleasant, Journal, semi-weekly,	I
Cosmopolitan Osteopath, m'y,	10,000	Dial of Progress, w'y,	H
Farmers' Mutual Insurance J'nal,	I	Mount Vernon, Fruitman, monthly,	I
(subscription 50c. a year), m'y,	C	Methodist Herald, m'y,	2,850
Iowa Endeavor, monthly,	G	Muscatine, Evening Journal, } daily,	2,818
Iowa Medical Journal, monthly,	I	Journal, } semi-w'y,	2,332
Midland Schools, monthly,	2,250	News-Tribune, weekly,	I
Northwestern Banker, monthly,	I	Loyal Workman, monthly,	14,242
People's Popular Monthly,	I	Nevada, Representative, weekly,	I
Poultry Farmer, (subscription 50c.	I	Story Co. Watchman, weekly,	I
a year), monthly,	62,625	New Hampton, Courier, weekly,	I
Poultry Success, monthly,	14,129	Gazette, weekly,	1,761
Yeoman's Shield, monthly,	E	Newton, Herald, weekly,	I



REACH  
NEWARK  
PEOPLE WITH THE  
**Newark**  
**Sunday News**

The Best  
Sunday Paper In  
New Jersey.

INTERESTING  
INSTRUCTIVE  
POPULAR

An indispensable factor  
in Newark Advertising

---

**M. LEE STARKE**

Representative

Chicago  
Boyce Bldg.

New York  
Tribune Bldg.

Newton, Journal, weekly,	I	Fredonia, Wilson Co. Citizen, weekly,	I
Record, weekly,	1,963	Glrad, Appeal to Reason (subscription 50c. a year), weekly,	118,846
Northwood, Worth Co. Index, weekly,	I	Press, weekly,	I
Oelwein, Record, weekly,	2,081	Hlawatha, Brown Co. World, weekly,	I
Register, weekly,	I	Kansas Democrat, weekly,	I
Onawa, Democrat, weekly,	I	Hillsboro, Post, weekly,	I
Sentinel, weekly,	I	Holton, Kansas Sunflower, weekly,	1,143
Orange City, Sioux Co. Herald, weekly,	I	Recorder, weekly,	I
De Heiden weired, monthly,	H	Tribune, weekly,	I
Osage, Journal, weekly,	I	Hutchinson, Democrat, weekly,	I
Osceola, Democrat, weekly,	I	Saturday Bee, weekly,	I
Sentinel, weekly,	I	Iola, Record, daily,	1,074
P. E. O. Record, monthly,	3,925	Register, weekly,	1,778
Oakaloosa, Herald, } daily,	I	Jewell, Jewell Co. Republican,	1,389
Herald, } weekly,	I	Larned, Tiller and Toller, weekly,	1,156
Journal, weekly,	I	Lawrence, World, weekly,	1,000
Saturday Globe, weekly,	I	Fraternai Aid, monthly,	E
Times, weekly,	I	Leavenworth, Times, } daily,	G
Black Soil, monthly,	2,989	Times, } weekly,	G
Ottumwa, Courier, } daily,	3,515	Western Life, weekly,	1,332
Courier, } semi-weekly,	5,704	Lyons, Weavers' Herald, monthly,	H
Oxford, Leader, weekly,	1,300	McPherson, Republican and Press, w'y,	I
Pella, American Red Men, monthly,	I	Manhattan, Mercury, weekly,	I
Perry, Advertiser, weekly,	1,311	Nationalist, weekly,	I
Chief Reporter, weekly,	1,711	Mankato, Western Advocate, weekly,	I
Pringhar, O'Brien Co. Bell, weekly,	I	Marysville, Advocate-Democrat, w'y,	1,733
Redoak, Express, weekly,	2,317	Minneapolis, Better Way, weekly,	1,219
Sun, weekly,	1,739	Messenger, weekly,	I
Rock Rapids, Review, weekly,	1,900	Kansas Workman, m'y,	C
Rockwell City, Advocate, weekly,	1,777	Sprig of Myrtle, m'y,	H
Sabula, Gazette, semi-weekly,	I	Olathe, Mirror, weekly,	I
Sac City, Sac Sun, weekly,	1,648	Progressive Thought and Dawn	I
Shenandoah, Sentinel, semi weekly,	H	of Equity, monthly,	I
Sidney, Fremont Co. Herald, weekly,	1,225	Oakaloosa, Independent, weekly,	I
Fremont Co. Sun, weekly,	I	Oawego, Independent, weekly,	I
Sigourney, Keokuk Co. News, weekly,	H	Ottawa, Herald, weekly,	I
Sioux City, Journal, } morning,	8,286	Republican-Times, weekly,	I
Journal, } evening,	6,622	Journal, weekly,	1,344
Journal, } Sunday,	G	Select Knight, monthly,	5,548
Journal, } weekly,	H	Pittsburg, Headlight, daily,	I
Tribune, } daily,	10,871	Pratt, Pratt Co. Republican, weekly,	I
Tribune, } semi weekly,	3,784	Salina, Union, weekly,	I
Courier, weekly,	I	Sedan, Lance, weekly,	1,421
Der Volksfreund, weekly,	I	Seneca, Courier Democrat, weekly,	I
Northwestern Catholic, w'y,	H	Rural Kansan, weekly,	1,825
Spencer, Herald, weekly,	1,412	Smith Center, Smith Co. Journal, w'y,	I
Storm Lake, Buena Vista Vidette, w'y,	I	Smith Co. Pioneer, w'y,	I
Stuart, Herald, weekly,	1,006	Sterling, Kansas Bulletin, weekly,	1,430
Tama, Herald, weekly,	1,500	Topeka, Capital, } daily,	12,673
Tipton, Cedar Co. Republican, weekly,	I	Kansas Capital, } semi-weekly,	21,447
Conservative, weekly,	I	State Journal, daily,	18,473
Toledo, Chronicle, weekly,	I	Farmers' Advocate, weekly,	G
Tama Co. Democrat, weekly,	I	Kansas Farmer, weekly,	G
Traer, Farm and Real Estate Journal,	2,500	Mall and Breeze, weekly,	23,282
monthly,	I	Merchants' Journal, weekly,	I
Villisca, Letter, weekly,	1,000	Western Odd-Fellow, semi-m'y,	G
Washington, Democrat, weekly,	I	Commercial and Hotel Regis-	I
Gazette, weekly,	I	ter, monthly,	I
Waterloo, Courier, } daily,	1,969	Helping Hand, monthly,	G
Courier, } semi weekly,	1,775	Kansas Churchman, monthly,	I
Creamery Journal, monthly,	F	Kansas Endeavor, monthly,	2,020
Egg Reporter, monthly,	E	Knights and Ladies of Se-	I
Iowa Workman, monthly,	G	curity, monthly,	40,916
Waverly, Bremer Co. Independent, w'y,	1,300	Western Barber, monthly,	G
Webster City, Freeman-Tribune, w'y,	I	Western School Journal, m'y,	G
Hamilton Co. Journal,	I	Troy, Kansas Chief, weekly,	I
weekly,	1,100	Washington, Post-Register, weekly,	2,053
West Union, Argo, weekly,	I	Wellington, Monitor-Press, weekly,	1,333
Payette Co. Union, w'y,	I	People's Voice, weekly,	I
Winterset, Madisonian, weekly,	2,112	Westmoreland, Recorder, weekly,	1,538
News, weekly,	I	Wichita, Beacon, daily,	7,258
Reporter, weekly,	I	Eagle, } daily,	14,024
KANSAS,	I	Eagle, } weekly,	7,389
Abilene, Reflector, weekly,	1,400	Herald, weekly,	I
Alma, Enterprise, weekly,	1,235	Kansas Commoner, weekly,	I
Arkansas City, X-Ray, weekly,	1,274	Star, weekly,	1,810
Atchison, Globe, daily,	8,800	Volksfreund, weekly,	I
Kansas Stants Anselger, w'y,	H	International Philatelist, m'y,	I
Beloit, Gazette, weekly,	I	Winfield, Courier, weekly,	I
Western Call, weekly,	I	Tribune, weekly,	I
Burlingame, Osage Co. Chronicle, w'y,	I	Chautauqua News, monthly,	2,250
Burlington, Jeffersonian, weekly,	1,492	KENTUCKY,	I
Independent, weekly,	1,932	Augusta, Bracken Chronicle, weekly,	1,900
Dispatch, weekly,	I	Bardstown, Nelson Co. Record, w'y,	I
Times, weekly,	I	Beaverdam, New Wrinkle, weekly,	1,007
West'n Breeders' J'n'l, m'y,	2,875	Carrollton, Democrat, weekly,	I
Clay Center, Journal, weekly,	1,408	News, weekly,	1,238
Coffeyville, Journal, weekly,	I	Cloverport, Breckinridge News, w'y,	2,411
Columbus, Modern Light, weekly,	2,638	Covington, Kentucky Post, daily,	12,618
Concordia, Kansan, weekly,	I	Union Agent, monthly,	5,418
Council Grove, Republican, weekly,	1,011	Cynthiana, Log Cabin, weekly,	1,083
Dodge City, Live Stock Farmer, m'y,	I	Earlington, Bee, weekly,	1,387
Eldorado, Republican, weekly,	I	Franklin, Southern Journal of Osteo-	I
Industrial Advocate, w'y,	I	pathy, monthly,	G
Emporia, Gazette, weekly,	I	Woman's Work, monthly,	1,500
Times, weekly,	I	Fulton, American Baptist Flag, w'y,	H
Eureka, Democratic Messenger, w'y,	1,736		
Herald, weekly,	1,574		

Glasgow, Times, weekly,	H	New Orleans, Southern Farmer, s'-m'ly,	H
Greenup, Democrat, weekly,	I	Young's Magazine, m'ly,	F
Harrodsburg, Democrat, semi-weekly,	I	MAINE.	
Hartford, Herald, weekly,	1,800	Augusta, Kennebec Journal, } daily,	3,648
Henderson, Gleaner, } daily,	I	Kennebec Journal, } weekly,	2,668
Gleaner, } weekly,	I	Maine Farmer, weekly,	F
Hodgensville, Larue Co. Herald, w'ly,	I	New Age, weekly,	I
Hopkinsville, Kentucky New Era, w'ly,	I	American Woman (sub. 50c.	
Kentuckian, semi-w'ly,	1,500	a year), monthly,	1,000,756
Major, weekly,	2,085	Comfort (subscription 25c.	
Fancy Fowle, monthly,	2,771	a year), monthly,	A
Lebanon, Enterprise, weekly,	I	Lane's List (subscription 25c.	
Lexington, Leader, } daily,	H	a year), monthly,	700,000
Leader, } Sunday,	H	Vickery & Hill List (sub.	
Leader, } weekly,	G	25c. a year), monthly,	1,541,765
Morning Herald, } daily,	I	Bangor, Commercial, } daily,	7,147
Press-Transcript, } weekly,	I	Commercial, } weekly,	29,083
Blue Grass Blade, weekly,	G	News, } daily,	8,812
Kentucky Stock Farm, w'ly,	I	News, } semi-weekly,	8,812
Southern School Jou'l, m'ly,	I	Industrial Journal, weekly,	I
Quarterly Christian,	3,000	Maine Sportsman, monthly,	I
Louisia, Big Sandy News, weekly,	I	The Word and the Work, m'ly,	4,083
Louisville, Anzeiger, } daily,	H	Bath, Times, } daily,	2,090
Anzeiger, } semi-weekly,	H	Independent, } weekly,	1,000
Anzeiger, } weekly,	G	Enterprise, semi-weekly,	I
Commercial, } daily,	F	Biddeford, Journal, } daily,	2,481
Courier-Journal, } daily,	E	Journal, } weekly,	1,588
Courier-Journal, } Sunday,	E	Camden, Herald, weekly,	I
Courier-Journal, } weekly,	E	Damariscotta, Herald, weekly,	1,551
Evening Post, daily,	G	Dover, Piscataquis Observer, weekly,	1,600
Times, daily,	85,112	Eastport, Sentinel, weekly,	I
American Baptist, weekly,	I	East Sumner, Prosperity, quarterly,	4,356
Baptist Argus, weekly,	5,825	Ellsworth, American, weekly,	1,950
Central Methodist, weekly,	I	Farmington, Chronicle, weekly,	I
Christian Guide, weekly,	G	School World, monthly,	I
Christian Observer, w'ly,	16,560	Freeport, Six Town Times, weekly,	1,250
Farmers' Home Jou'l, w'ly,	I	Gorham, Narragansett Sun, weekly,	1,670
Katholischer Glaubens-		Lewiston, Evening Journal, } daily,	6,408
bote, weekly,	I	Journal, } weekly,	15,275
Kentucky Tribune, weekly,	I	Sun, daily,	2,690
Kentucky Vindicator, w'ly,	I	Lisbon Falls, Lisbon Enterprise, w'ly,	2,140
Pentecostal Herald, w'ly,	21,671	Norway, Oxford Co. Advertiser, w'ly,	2,225
Weed, weekly,	G	Phillips, Maine Woods, weekly,	4,305
Western Recorder, w'ly,	H	Pittsfield, Advertiser, weekly,	I
Home and Farm (subscrip-		Portland, Advertiser, daily,	I
tion 50c. a year), s'-m'ly,	A	Eastern Argus, } daily,	5,147
Masonic Home Jou'l, s'-m'ly,	18,016	Eastern Argus, } weekly,	1,860
Bishop's Letter, monthly,	I	Evening Express, } daily,	9,140
Home, monthly,	G	Sunday Telegram, } Sunday,	6,783
Journal of Medicine and		Press, } daily,	5,527
Surgery, monthly,	I	Sunday Times, } Sunday,	3,992
Kentucky Sunday School		Maine State Press, } weekly,	2,192
Reporter, monthly,	I	Transcript, weekly,	E
Medical Progress, monthly,	5,000	Zion's Advocate, weekly,	I
Business Educator, q'ly,	H	Home Journal, monthly,	I
Madisonville, Glenn's Graphic, w'ly,	1,000	Journal of Medicine and	
Hustler, weekly,	I	Science, monthly,	2,500
Millersburg, Farmers' Friend, w'ly,	3,500	Masonic Journal, monthly,	I
Morganfield, Sun, weekly,	2,000	Welcome Guest (subscrip-	
Mount Sterling, Advocate, weekly,	I	tion 25c. a year), monthly,	B
Murray, Calloway Times, weekly,	I	Masonic Token, quarterly,	I
Ledger, weekly,	I	Rockland, Star, daily,	2,250
Newport, Labor Advocate, weekly,	5,250	Courier-Gazette, semi-w'ly,	H
Owensboro, Messenger, } daily,	1,411	Opinion, weekly,	I
Messenger, } weekly,	3,561	Maine Bugle, quarterly,	I
Owingsville, Outlook, weekly,	I	Rumford Falls, Times, weekly,	2,185
Paducah, Sun, daily,	1,654	Saco, Tribune, weekly,	3,674
Princeton, Chronicle, weekly,	1,821	Sikowhegan, Somersworth Reporter, w'ly,	I
Richmond, Climax, weekly,	I	Waterville, Evening Mail, } daily,	1,000
Shelbyville, Shelby Record, weekly,	I	Evening Mail, } weekly,	1,000
Stanford, Interior Journal, semi-w'ly,	I	Turf, Farm and Home, w'ly,	I
Untontown, Telegram, weekly,	1,550	Clifton Monthly,	22,836
Winchester, Sun, weekly,	1,200	Home Queen (subscription	
LOUISIANA.		50c. a year), monthly,	346,385
Crowley, Signal, weekly,	I	Questions, monthly,	D
Donaldsonville, Chief, weekly,	I	Sawyer Trio, monthly,	1,305,173
Monroe, Bulletin, weekly,	I	Success (subscription 25c.	
New Orleans, Item, daily,	E	a year), monthly,	B
L'Abelle, } daily,	H	Yankee Blade, monthly,	I
L'Abelle, } weekly,	H	York, Old York Transcript, weekly,	I
Picayune, } daily,	F	MARYLAND.	
Picayune, } Sunday,	D	Annapolis, Maryland Churchman, m'ly,	4,239
Picayune, } weekly,	D	Proceedings of the U. S.	
States, } daily,	18,443	Naval Institute, q'ly,	I
States, } semi-weekly,	5,921	Baltimore,	
Telegram, daily,	F	American, } daily,	B
Times Democrat, } daily,	F	American, } semi-weekly,	E
Times-Democrat, } S'day,	D	Der Deutsche Correspondent, } daily,	G
Times-Democrat, } s' w'ly,	I	Der Deutsche Correspondent, } w'ly,	I
Christian Advocate, w'ly,	H	Journal, } daily,	H
La. Planter and Sugar		Die Sonntags Post, } Sunday,	
Manufacturer, weekly,	H	Morning Herald, } daily,	31,188
Mascot, weekly,	I	Morning Herald, } Sunday,	20,433
Southwestern Christian		Herald, } weekly,	H
Advocate, weekly,	5,562	News, daily,	39,098
Sporting Life, weekly,	I	Sun, } daily,	C
		Sun, } weekly,	D

Baltimore,		Boston, Jewish Eagle, weekly,	I
World, daily,	E	Journal of Commerce, weekly,	I
Afro-American Ledger, weekly,	2,278	Journal of Education, weekly,	I
Bayerisches Wochenblatt, w'y,	I	Ladies' Home Magazine, w'y,	H
Catholic Mirror, weekly,	F	Living Age, weekly,	I
Gazette, weekly,	I	Massachusetts Ploughman, w'y,	H
Jewish Comment, weekly,	I	Morning Star, weekly,	H
Katholisches Volks-Zeitung, w'y,	I	New England Farmer, weekly,	G
Manufacturers' Record, weekly,	I	New England Grocer, weekly,	4,181
Methodist, weekly,	I	Our Grange Homes, weekly,	I
Methodist Protestant, weekly,	H	Pilot, weekly,	F
Saturday Review, weekly,	I	Republic, weekly,	H
Telegram, weekly,	I	Sacred Heart Review, weekly,	G
Weeker, Sunday,	H	Saturday Evening Gazette, w'y,	I
Architects' and Builders' J'l, m'y,	2,000	Superintendent & Foreman, w'y,	I
Baltimore Herald, monthly,	I	Times, Sunday,	I
Farmers' & Planters' Guide, m'y,	13,500	True Flag, weekly,	H
I. O. H. Advocate, monthly,	C	United States Investor, weekly,	H
Poultry and Farm, monthly,	17,954	Universalist Leader, weekly,	H
Southern Farm Magazine, m'y,	H	Watchman, weekly,	G
Journal of Eye, Ear and Throat		Waverly Magazine, weekly,	G
Diseases, bi-monthly,	I	Wellspring, weekly,	B
Mission Helper of the Sacred		Woman's Journal, weekly,	I
Heart, quarterly,	I	World's Crisis, weekly,	G
Belair, Aegis and Intelligencer, w'y,	I	Youth's Companion, weekly,	A
Cambridge, Democrat and News, w'y,	I	Zion's Herald, weekly,	F
Chestertown, Enterprise, weekly,	I	Press and Printer, bi-weekly,	I
Cumberland, News, daily,	I	Choir Journal, semi-monthly,	5,000
Denton, Journal, weekly,	1,500	Farm Poultry, semi-monthly,	D
Easton, Ledger, weekly,	I	Advocate of Peace, monthly,	2,586
Star-Democrat, weekly,	I	Am. Kitchen Magazine, m'y,	10,416
Elkton, Cecil Whig, weekly,	1,610	Am. Legion of Honor J'l, m'y,	G
Frederick, News, daily,	I	Am. Primary Teacher, m'tly,	F
News, weekly,	I	Annals of Gynecology, m'y,	1,750
Examiner, weekly,	I	Atlantic Monthly,	H
Medicus, monthly,	H	Baptist Missionary Magazine,	
Frostburg, Forum, weekly,	1,118	monthly,	11,816
Hagerstown, Globe, (daily,	I	Black Cat (subscription 50c. a	
Globe, weekly,	I	year), monthly,	116,000
Libertytown, Banner of Liberty, w'y,	I	Boston Cooking School Maga-	
Lonaconing, Review, weekly,	2,651	zine, monthly,	15,166
Star, weekly,	2,764	Brickbuilder, monthly,	H
Middletown, Valley Register, weekly,	I	Christian, monthly,	G
Salisbury, Advertiser, weekly,	I	Church Militant, monthly,	5,312
Eastern Shore Farmer, m'y,	F	Club Woman, monthly,	E
Snowhill, Democratic Messenger, w'y,	1,440	Colored American Magazine,	
Taneytown, Carroll Record, weekly,	1,501	monthly,	14,648
MASSACHUSETTS.			
Athol, Progress, weekly,	I	Coming Age, monthly,	G
Worcester West Chronicle, w'y	I	Contributor, monthly,	G
Cottager, monthly,	F	Current History, monthly,	F
Healthy Home, monthly,	15,170	Cushman's Couple, m'tly,	564,166
Attleboro, Sun, daily,	I	Defender, monthly,	I
Barnstable, Patriot, weekly,	I	Donahoe's Magazine, monthly,	F
Beverly, Citizen, weekly,	1,323	Education, monthly,	H
Boston, Advertiser, daily,	G	Father Mathew Herald, m'tly,	C
Der Boston Telegraph, (daily,	I	Golden Cross Journal, m'tly,	C
N. E. Staaten Zeitung, (weekly,	H	Golfer, monthly,	C
Evening Record, daily,	C	Grand Army Record, m'tly,	H
Evening Transcript, daily,	23,975	Granite, monthly,	I
Globe, (daily,	194,744	Granite Cutters' Journal, m'y,	7,000
Globe, (Sunday,	259,074	Green Bag, monthly,	I
Herald, (daily,	A	Household Companion, m'tly,	G
Herald, (Sunday,	B	Journal of Insurance Econom-	
Journal, (daily,	B	ics, monthly,	1,913
Journal, (Sunday,	B	Knights of Honor Reporter, m'y,	F
Post, (daily,	152,224	Leather Manufacturer, m'tly,	G
Post, (Sunday,	C	Literary Review, monthly,	I
Traveler, daily,	66,918	Literary World, monthly,	I
American Architect and Build-		Massachusetts Medical Journal,	
ing News, weekly,	I	monthly,	7,977
American Citizen, weekly,	H	Missionary Herald, monthly,	D
American Cultivator, weekly,	F	Modern Priscilla (subscription	
American Horse Breeder, w'y,	F	50c. a year), monthly,	60,270
American Stock-Keeper, w'y,	6,808	National Magazine, monthly,	73,683
American Wool and Cotton		National Sportsman, monthly,	I
Reporter, weekly,	G	New England Anchor & Shield,	
Anzeiger, weekly,	7,571	monthly,	I
Banker and Tradesman, w'y,	G	New England Druggist, m'tly,	I
Banner of Light, weekly,	G	New England Magazine, m'y,	21,000
Beacon, weekly,	I	New England Odd-Fellow, m'y,	1,641
Boot and Shoe Recorder, w'y,	5,000	Osteopath, monthly,	4,045
British American Citizen, w'y,	H	Our Home, monthly,	7,032
Budget, Sunday,	I	Our Message, monthly,	I
Charlestown Enterprise, w'y,	I	Patriotic Review, monthly,	I
Christ'n Endeavor World, w'y,	91,905	Photo Era, monthly,	H
Christian Register, weekly,	G	Pilgrim, monthly,	I
Commercial, weekly,	I	Popular Educator, monthly,	E
Commercial Bulletin, weekly,	H	Primary Education, monthly,	46,600
Congregationalist, weekly,	C	Profitable Advertising, m'tly,	H
Courier, weekly,	I	Protectionist, monthly,	I
East Boston Argus-Advocate, w'y,	I	School Physiology Journal, m'y,	5,200
Fibre and Fabric, weekly,	I	Social Visitor Magazine, m'y,	G
Home Journal, weekly,	I	Spatula, monthly,	2,250
Ideas, weekly,	I	Sphinx, monthly,	3,000
Illustrated Police News, w'y,	G	Textile World, monthly,	4,764
Jamaica Plain News, weekly,	I	Union Boot and Shoe Worker,	
		monthly,	13,338

Boston, Watchword and Truth, m'thly,	H	Springfield, News, daily,	G
Woman's Column, monthly,	I	Republican, } daily,	15,103
Woman's Missionary Friend, m'y,	D	Republican, } Sunday,	13,705
Woman's Voice & P. S. Companion, monthly,	I	Republican, } weekly,	4,735
Young Idea, monthly,	6,150	Herald of Life and the Coming Kingdom, w'y,	I
Expression, quarterly,	H	Homestead, weekly,	H
Harvard Graduates' Magazine, quarterly,	I	New England Homestead, weekly,	44,015
Post-Lore, quarterly,	1,000	Tribune, weekly,	I
Technology Review, quarterly,	I	Farm & Home (subscription 50c. a year), semi-monthly,	316,220
Fraintree, Observer and Reporter, w'y,	6,995	Good Housekeeping, m'y,	D
Brockton, Enterprise, daily,	12,387	Kindergarten Review, m'y,	H
Times, daily,	I	Wakefield, Item, daily,	I
Brookfield, Brookfield's Union, weekly,	I	Waltham, Evening News, daily,	I
Brookline, Chronicle, weekly,	I	Watertown, Enterprise, weekly,	I
Cambridge, Chronicle, weekly,	I	Webster, Times, weekly,	I
Press, weekly,	2,500	Westboro, Chronotype, weekly,	I
Tribune, weekly,	I	Westfield, Valley Echo, weekly,	H
Harvard Law Review, m'y,	I	Weymouth, Gazette, weekly,	I
People, quarterly,	2,500	Worcester, Evening Gazette, daily,	4,000
Chelsea, Gazette, weekly,	I	Evening Post, daily,	F
Clinton, Item, daily,	2,848	L'Opinion Publique, daily,	G
East Northfield, Record of Christian Work, monthly,	17,250	Spy, } daily,	H
Fall River, Evening News, daily,	G	Massachusetts Spy, } w'y,	I
Globe, daily,	I	Telegram, } daily,	20,676
Herald, daily,	I	Telegram, } Sunday,	31,358
L'Independant, daily,	I	Nya Osterna Weekblad, weekly,	2,522
Primitive Methodist Journal, monthly,	I	Skandinavia, weekly,	8,044
Sunshine, monthly,	14,770	Svea, weekly,	6,942
Fitchburg, Sentinel, } daily,	H	Michigan, } weekly,	I
Sentinel, } weekly,	I	Adrian, Press, weekly,	I
Le Globe, weekly,	2,425	Albion, Leader, weekly,	I
Gloucester, Cape Ann Ev'g Breeze, daily,	I	Recorder, weekly,	I
Times and Cape Ann Advertiser, daily,	G	Sigma Chi, quarterly,	1,850
Great Barrington, Berkshire Courier, weekly,	2,232	Allegan, Gazette, weekly,	I
Greenfield, Gazette & Courier, weekly,	5,797	Alpena, Echo, } daily,	2,391
Recorder, weekly,	3,733	Farmer, } weekly,	3,900
Haverhill, Evening Gazette, daily,	8,541	Argus, weekly,	I
Holyoke, Evening Telegram, daily,	H	Ann Arbor, Argus Democrat, weekly,	I
Transcript, daily,	H	Times, } daily,	I
La Presse, semi-weekly,	3,900	Courier-Register, } weekly,	I
True Light, monthly,	1,000	Hau-freund und Post, w'y,	I
Lawrence, American, daily,	H	American Tyler, semi-m'y,	G
Sun, } daily,	I	American Mother, monthly,	G
Sun, } Sunday,	I	Home Visitor, monthly,	8,080
Telegram, daily,	5,944	Michigan Alumnus, m'y,	I
Lowell, Courier, daily,	I	Physician & Surgeon, m'y,	I
Mail, daily,	G	School Record, monthly,	I
Morning Citizen, daily,	H	Bangor, Van Buren Co. Visitor, weekly,	I
News, daily,	I	Battlecreek, Journal, } daily,	1,900
Sun, daily,	13,754	Journal, } weekly,	1,700
Sunday, Telegram, Sunday,	9,191	Moon, daily,	I
Bubler's Popular Electrician, m'y,	1,000	Sunday Record, Sunday,	I
Malden, Evening Mail, daily,	I	Youth's Instructor, weekly,	G
Evening News, daily,	I	Dogdom, monthly,	3,000
Marlboro, Enterprise, weekly,	I	Dog Fancier, monthly,	3,000
Melrose, Bay State Philatelist, m'thly,	1,383	Game Fanciers' J'rnl, m'y,	I
Milford, Gazette, weekly,	I	Good Health, monthly,	E
New Bedford, Evening Standard, } d'y,	11,768	Lady Macabee (subscription 50c. a year), m'thly,	57,300
Rep. Standard, } w'y,	2,315	Missionary Magazine, m'y,	F
Morning Mercury, d'y,	3,282	Modern Medicine, m'thly,	G
Christian Messenger, w'y,	2,427	Pilgrim, monthly,	B
Newburyport, Herald, daily,	I	Manufacturers' Law Journal, bi-monthly,	3,228
News, daily,	5,203	Bay City, Times-Press, } daily,	H
Item, weekly,	3,634	Journal, } weekly,	I
Newton, Graphic, weekly,	I	Tribune, daily,	I
Journal, weekly,	I	Courrier du Dimanche, w'y,	I
North Adams, Evening Herald, daily,	I	Michigan Sugar Beet, w'y,	18,161
Transcript, } daily,	3,903	Belding, Banner, weekly,	I
Transcript, } weekly,	I	Michigan A. O. U. W. Herald, monthly,	H
Berkshire Sunday Democrat, Sunday,	I	Benton Harbor, Evening News, daily,	1,325
Northampton, Hampshire Gazette, d'y,	H	Banner-Register, w'y,	I
Herald, daily,	I	Calumet, Copper Country Ev'g News, d'y,	I
Pittsfield, Berkshire Eve. Eagle, } d'y,	4,572	American Untiset, weekly,	I
Berkshire Co. Eagle, } w'y,	5,957	Caro, Tuscola Co. Advertiser, weekly,	I
Evening Journal, daily,	I	Gleaner, monthly,	I
Sunday Morning Call, Sunday,	H	Carsonville, Searchlight, weekly,	I
Plymouth Old Colony Memorial, w'y,	1,500	Charlotte, Republican, weekly,	I
Quincy, Ledger, } daily,	I	Tribune, weekly,	2,982
Patriot, } weekly,	I	Chesaning, Argus, weekly,	I
Salem, Evening News, daily,	16,655	Coldwater, Reporter, } daily,	H
Gazette, } daily,	I	Reporter, } semi-weekly,	H
Essex Antiquarian, monthly,	I	Courier-Republican, w'y,	2,577
Little Folks, monthly,	32,083	Corunna, Journal, weekly,	I
Somerville, Journal, weekly,	H	Detroit, Abend Post, } daily,	I
Southbridge, Journal, weekly,	I	Sonntagsblatt, } Sunday,	H
South Framingham, Evening News, d'y,	I	Familien Blaetter, } semi-w'y,	G
Spencer, Leader, weekly,	1,526	Free Press, } daily,	C
Springfield, Union (m'ng & ev'g) } d'y,	21,909	Free Press, } Sunday,	B
Union, } s'y,	12,262	Free Press, } weekly,	B

Detroit, Journal, } daily,	C	Lansing, Journal, daily,	2,591
Journal, } semi-weekly,	H	State Republican, daily,	I
Legal News, weekly,	I	Michigan School Moderator,	I
Michigan Volksblatt, } daily,	E	semi monthly,	I
Wochenblatt, } semi-w'ly,	E	Lapeer, Clarion, weekly,	I
Tribune, } morning, } 74,852		Lapeer Co. Press, weekly,	I
News, } evening, }		Ludington, Record-Appel, weekly,	I
News-Tribune, } Sunday,	42,334	Marshall, News, weekly,	1,705
Tribune } weekly,	G	Statesman, weekly,	I
Christian Herald, weekly,	4,000	Martin, Ureada Magazine, monthly,	5,263
Courier, weekly,	H	Mason, Ingham Co. News, weekly,	1,250
Der Arme Teufel, weekly,	I	Midland, Republican, weekly,	1,233
Die Stimme der Wahrheit, w'ly,	G	Monroe, Commercial, weekly,	I
Michigan Catholic, weekly,	I	North American Horticultur-	
Michigan Christian Advocate,		ist, monthly,	4,429
weekly,	E	Mount Pleasant, Isabella Co. Courier	
Michigan Farmer and State		and Democrat, w'ly,	1,200
Journal of Agriculture (sub-		Muskegon, Chronicle, } daily,	2,150
scription 60c. a year), w'ly,	50,269	Chronicle, } weekly,	1,550
Michigan Presbyterian, w'ly,	H	Northville, Record, weekly,	I
Our Commonwealth, weekly,	I	Owosso, Evening Argus, daily,	I
Plymouth Weekly,	H	Press-American, } daily,	I
Trade, weekly,	3,988	Press, } weekly,	I
Truth, Sunday,	I	Times, } weekly,	I
Indicator and National Journal		Paw Paw, True Northern, weekly,	1,325
of Insurance, semi-monthly,	I	Pontiac, Gazette, weekly,	I
Medical Age, semi-monthly,	H	Oakland Co. Democrat, weekly,	I
Amer. Land & Title Register, m'y,	I	Post, weekly,	I
American Legal News, monthly,	H	Port Huron, Herald, Sunday,	2,503
Book-Keeper, monthly,	(±±)	Times, } daily,	3,035
Bulletin of Pharmacy, m'thly,	10,722	Times, } weekly,	2,433
Columbian Herald, monthly,	2,620	Bee Hive (subscription 50c.	
Fraternal Index, monthly,	H	a year), monthly,	241,186
Horseshoers' Journal, monthly,	I	Ladies' Review (subscrip-	
Law Students' Helper, m'thly,	H	tion 50c. a year), m'y,	C
Medical Counselor, monthly,	I	Michigan Macabee (sub-	
Medicine, monthly,	I	scription 50c. a year), m'y,	A
Perrin's Stenographer, m'y,	2,200	Reading, Hustler, weekly,	I
Retail Drugist, monthly,	F	Romeo, Observer, weekly,	I
Sunday School Advance, m'y,	I	Saginaw, Courier-Herald, } daily,	6,443
Therapeutic Gazette, monthly,	F	Courier Herald, } weekly,	6,690
Leonard's Illustrated Medical		Evening News, } daily,	9,211
Journal, quarterly,	15,039	News, } semi-weekly,	9,450
Dowagiac, Herald, weekly,	I	Post Zeitung, weekly,	5,623
Durand, Express, weekly,	I	Storekeeper, weekly,	8,135
Eaton Rapids, Journal, weekly,	I	Cone's Journal, monthly,	4,730
Flint, News, } daily,	I	Panyrus, monthly,	4,925
Sunday Democrat, } Sunday,	I	Saint Clair, Republican, weekly,	I
Genesee Democrat, } weekly,	I	Saint Johns, News, weekly,	H
Wolverine Citizen, weekly,	I	Saint Joseph, Nat'l Fruit Grower, m'y,	I
Bay View Magazine, monthly,	G	Threshermen's Review,	
Bee Keepers' Review, monthly,	I	monthly,	25,395
Loyal Guard, monthly,	I	Sanilac Center, Sanilac Co. Republic-	
Galesburg, Smiley's Kalamazoo County		an, weekly,	1,560
Enterprise, weekly,	I	Sault Sainte Marie, News-Record, w'ly,	I
Gladwin, Gladwin Co. Record, weekly,	1,014	Shelby, Oceana Herald, weekly,	1,000
Grand Rapids, Democrat, daily,	16,936	Stanton, Clipper, weekly,	I
Evening Press, daily,	28,834	Sturgis, Michigan Democrat and Sturgis	
Herald, } daily,	12,632	Times, weekly,	I
Herald, Sunday,	11,097	Traverse City, Record, daily,	1,309
Herald, } semi-weekly,		Grand T. averse Herald,	
Chronicle, weekly,	H	weekly,	2,800
Germania, } w'ly,	I	Williamston, Odd-Fellow, semi-m'y,	I
Der Sonntagsbote, } S'day,	I	MINNESOTA,	
Mich. Tradesman, w'ly,	7,000	Albert Lea, Freeborn Co. Times, w'ly,	2,085
Am. Cheesemaker, m'y,	7,000	Alexandria, Post-News, weekly,	I
Furniture Record, m'y,	6,791	Austin, Mower Co. Transcript, weekly,	I
Michigan Artisan, m'y,	I	Brainerd, Tribune, weekly,	2,260
Harbor Springs, Lyre, monthly,	2,660	Buffalo, Journal, weekly,	I
Hart, Journal, weekly,	2,188	Chaska, Valley Herald, weekly,	I
Hastings, Banner, weekly,	I	Crookston, Times, } daily,	I
Herald, weekly,	I	Times, } weekly,	I
Journal, weekly,	I	Vesterhelmen, weekly,	1,230
Hillsdale, Democrat, weekly,	1,711	Bud og Hilsen, semi-m'thly,	3,862
Leader, weekly,	2,100	Duluth, Evening Herald, daily,	10,932
Standard, weekly,	2,992	News Tribune, daily,	9,251
Holland, De Grandwet, weekly,	H	Duluth-Superior Volksfund, w'ly	2,500
Homer, Index, weekly,	1,193	Posten, weekly,	I
Howell, Livingston Co. Republican, w'ly,	I	Fairmont, Martin Co. Sentinel, weekly,	1,438
Livingston Democrat, weekly,	I	Fairbault, Journal, weekly,	I
Ionia, Sentinel, weekly,	1,707	Republican, weekly,	I
Ishpeming, Iron Ore, weekly,	I	Fergus Falls, Journal, weekly,	I
Ithaca, Gratiot Co. Herald, weekly,	I	Hutchinson, Leader, weekly,	1,564
Gratiot Co. Journal, weekly,	2,102	Kasson, Dodge Co. Republican, weekly,	I
Jackson, Citizen, } daily,	3,921	Lake City, Graphic-Sentinel, weekly,	1,350
Citizen, } semi-weekly,	H	Lakefield, Standard, weekly,	1,079
Evening Press, daily,	I	Indstrom, Medborgaren, weekly,	I
Morning Patriot, } Sunday,	I	Litchfield, Independent, weekly,	1,027
Morning Patriot, } daily,	I	Saturday Review, weekly,	I
Patriot, } weekly,	I	Luverne, Rock Co. Herald, weekly,	I
Industrial News, weekly,	I	Madella, Messenger, weekly,	1,088
Kalamazoo, Gazette-News, daily,	4,503	Mankatow, Post, semi-weekly,	I
Telegraph, } daily,	6,673	Mapleton, Blue Earth Co. Enterprise,	
Telegraph, } semi-weekly,	6,972	weekly,	I
Christian Review, monthly,	2,300	Minneapolis,	
Philanthropic Index and		Dacota Tidende, } daily,	I
Review, monthly,	I	Tidende, } weekly,	22,229

Minneapolis,		South St. Paul Reporter, daily,	I
Journal, daily,	46,066	Stillwater, Gazette, } daily,	I
Times, daily,	29,678	} weekly,	I
Tribune, } daily,	55,102	Wabasha, Standard, weekly,	I
} Sunday,	29,360	Wilmar, Tribune, weekly,	1,650
Farmers' Tribune, } weekly,	57,615	Winona, Morning Independent, daily,	H
Afteningsning, weekly,	6,221	} daily,	I
Both Sides, weekly,	I	} w'y,	I
Critic, weekly,	H	Leader, weekly,	I
Folkebladet, weekly,	H	News, weekly,	H
Free Baptist, weekly,	2,402	Volkblatt des Westens, w'y, 23,334	I
Improvement Bulletin, weekly,	I	Westlicher Herald, } weekly,	22,902
Irish Standard, weekly,	I	Sonntags Winona, } Sundays,	23,296
Lutheraner, weekly,	12,542	Druid, monthly,	4,500
Midland Christian Advocate, w'y,	3,473	Bulletin of the American Bu-	
Miss. Valley Lumberman, weekly,	I	reau of Geography, q'rterly,	2,125
North and West, weekly,	I	MISSOURI,	
Northwestern Miller, weekly,	H	Durant, News, weekly,	1,304
Nye Normanden, weekly,	H	Jackson, Clarion-Ledger, } daily,	I
Progress, weekly,	2,000	} weekly,	H
Progressive Age, weekly,	I	Clarion-Ledger, } weekly,	H
Svenska Amerikaniska Posten,		Baptist, weekly,	H
weekly,	42,280	McComb, Enterprise, weekly,	1,084
Svenska Folkets Tidning, weekly,	E	Sandersville, Southern Globe, monthly,	1,947
Veckoblad, weekly,	10,768	Starkville, Southern Farm Gazette, w'y,	I
Hardware Trade, bi-weekly,	I	Vicksburg, Herald, } daily,	I
Farm, Stock and Home (subscrip-		} weekly,	I
tion 50c. a year), semi-monthly,	56,708	Water Valley, North Miss. Herald, w'y,	I
Linnea, semi-monthly,	I	Yazoo City, Yazoo Sentinel, weekly,	I
Northwestern Agriculturist (sub-		MISSOURI,	
scription 50c. a year), semi-m'y,	53,980	Albany, Ledger, weekly,	I
Reformed Presbyterian Advocate,		Alton, South Missourian, weekly,	1,018
semi-monthly,	I	Bethany, Republican, weekly,	2,453
Skandinavisk Farmer J'l, semi-m'y,	I	Boonville, West'n Christian Union, m'y,	I
Skoerdmannnen, semi-monthly,	I	Bowling Green Times, weekly,	I
Adept, monthly,	2,358	Brookfield, Gazette, weekly,	1,750
Church Record, monthly,	I	Butler, Times, weekly,	I
Cigar and Tobacco Journal, m'y,	I	Carrollton, Democrat, weekly,	I
Farm Bar, monthly,	4,534	Carthage, Jasper Co. Democrat, weekly,	I
Farm implements, monthly,	7,508	Evening Press, } daily,	I
Housekeeper (subscription 50c. a		Press, } weekly,	I
year), monthly,	166,592	Cassville, Republican, weekly,	1,369
Kelth's Magazine, monthly,	G	Chillicothe, Constitution, weekly,	I
Nat'l Guardsman & Volunteer, m'y,	1,600	Missouri World, weekly,	G
National Rebekah, monthly,	G	Missouri Stock Jour'l, m'y,	4,000
Northern Osteopath, monthly,	I	Clayton, Argus, weekly,	G
Northwestern Clerk and Window		Overseer, monthly,	G
Dresser, monthly,	H	Columbia, Missouri Herald, weekly,	2,869
Northwestern Horseman & Stock-		Doniphan, Enterprise, weekly,	I
man, monthly,	H	Edina, Sentinel, weekly,	I
Northwestern Land Guide, m'y,	I	Fayette, Democrat-Leader, weekly,	I
Northwestern Woodman, m'y,	5,358	Globe, weekly,	1,187
Professional Barber, monthly,	I	Howard Co. Advertiser, w'y,	I
Prophetic Messenger, monthly,	2,708	Fulton, Sun, weekly,	2,940
Pythian Advocate, monthly,	I	Gallatin, Democrat, weekly,	I
School Education, monthly,	G	Green Ridge, National Land List, m'y,	I
Western Camera Notes, monthly,	3,000	Hamilton, Farmers' Advocate, weekly,	I
New Ulm, Post, weekly,	1,104	Higginsville, Missouri Thibote, w'y,	1,321
New York Mills, Uusi Kotimaa, weekly,	I	Progressive Bee-Keeper,	I
Northfield, Independent, weekly,	1,231	monthly,	I
News, weekly,	I	Huntsville, Herald, weekly,	1,000
Owatonna, Chronicle, weekly,	1,751	Independence, Jackson Examiner, w'y,	I
Preston, Christian Youth, monthly,	I	Zion's Ensign, weekly,	H
Red Lake Falls, Gazette, weekly,	1,296	Jefferson City, Missouri School Jour-	
Red Wing, Republican, } daily,	I	} monthly,	I
} weekly,	I	Joplin, Tribune, weekly,	I
Saint Cloud, Der Nordstern, weekly,	H	Kansas City,	
Saint Paul,		Drovers' Telegram, daily, )	E
Dispatch, } daily,	43,383	Journal, } daily,	46,396
Dispatch, } weekly,	22,924	Journal, } weekly,	94,996
Globe, } daily,	E	Mall, } daily,	H
Globe, } semi-weekly,	I	Mall, } weekly,	I
News, daily,	15,887	Star, } daily,	91,652
Pioneer Press, } daily,	32,519	Star, } Sunday,	92,253
Pioneer Press, } Sunday,	29,932	Star, } weekly,	160,181
Pioneer Press, } weekly,	26,443	World, daily,	27,922
Volkzeitung, } daily,	G	Catholic Register, weekly,	I
Volkzeitung, } weekly,	C	Central Christian Advocate, w'y,	F
A. O. U. W. Guide, weekly,	D	Church Life, weekly,	I
Minnesota State Tidning, weekly,	D	Live Stock Indicator, weekly,	D
Minnesota Union & Advocate, w'y,	(U)	Packer, weekly,	G
National Reporter System, w'y,	C	Rising Son, weekly,	H
Nordvesten, weekly,	H	Tribunen, weekly,	I
Northwestern Chronicle, weekly,	H	Western Veteran, weekly,	I
Trade Journal, weekly,	I	Word and Way, weekly,	9,615
Farmer (sub. 50c. a year), semi-m'y,	54,479	Grocers' Journal of Commerce,	
Backbone (sub. 25c. a year), m'y,	25,353	semi-monthly,	I
DeLestr's Western Advocate, m'y,	(U)	Implement Trade Jour'l, semi-m'y,	5,295
Medical Journal, monthly,	2,400	Architect and Builder, monthly,	I
Minnesota Woodman, monthly,	I	Gospel Message, monthly,	I
Northwestern Shoe and Leather		Illustrated World, monthly,	F
Journal, monthly,	G	Kings & Queens of the Range, m'y,	X
Northwest Magazine, monthly,	D	Medical Index-Lancet, monthly,	I
Odd-Fellow Review, monthly,	D	Missouri & Kansas Farmer, m'y,	F
Opportunity (sub. 50c. a year), m'y,	B	Nat. Thresherman & Farmer, m'y,	H
Poultry Herald, monthly,	F	Poultry and Belgian Hare Stand-	
St. Peter, Herald, weekly,	I	ard, monthly,	4,875
		Poultry Culture, monthly,	H



Detroit, Journal, } daily,	C	Lansing, Journal, daily,	2,391
Journal, } semi-weekly,	H	State Republican, daily,	I
Legal News, weekly,	I	Michigan School Moderator,	I
Michigan Volksblatt, } daily,	H	semi monthly,	I
Wochenblatt, } semi-w'y, E	E	Lapeer, Clarion, weekly,	I
Tribune, } morning, }	74,852	Lapeer Co. Press, weekly,	I
News, } evening, }	42,234	Ludington, Record-Appeal, weekly,	I
News-Tribune, } Sunday,	G	Marshall, News, weekly,	1,705
Tribune } weekly,	I	Statesman, weekly,	I
Christian Herald, weekly,	4,000	Martin, Ureada Magazine, monthly,	5,263
Courier, weekly,	H	Mason, Ingham Co. News, weekly,	1,250
Der Arme Teufel, weekly,	I	Midland, Republican, weekly,	1,233
Die Stimme der Wahrheit, w'y,	G	Monroe, Commercial, weekly,	I
Michigan Catholic, weekly,	I	North American Horticultur-	I
Michigan Christian Advocate,	I	ist, monthly,	4,429
weekly,	E	Mount Pleasant, Isabella Co. Courier	I
Michigan Farmer and State	I	and Democrat, w'y,	1,300
Journal of Agriculture (sub-	50,269	Muskegon, Chronicle, } daily,	2,150
scription 60c. a year), w'y,	H	Chronicle, } weekly,	1,550
Michigan Presbyterian, w'y,	I	Northville, Record, weekly,	I
Our Commonwealth, weekly,	I	Owosso, Evening Argus, daily,	I
Plymouth Weekly,	H	Press-American, } daily,	I
Trade, weekly,	3,988	Press, } weekly,	I
Truth, Sunday,	I	Times, } weekly,	I
Indicator and National Journal	I	Paw Paw, True Northerner, weekly,	1,325
of Insurance, semi-monthly,	I	Pontiac, Gazette, weekly,	I
Medical Age, semi-monthly,	H	Oakland Co. Democrat, weekly,	I
Amer. Land & Title Register, m'y,	I	Post, weekly,	I
American Legal News, monthly,	H	Port Huron, Herald, Sunday,	2,503
Book-Keeper, monthly,	(±±)	Times, } daily,	3,035
Bulletin of Pharmacy, m'thly,	10,722	Times, } weekly,	2,438
Columbian Herald, monthly,	2,620	Bee Hive (subscription 50c.	I
Fraternal Index, monthly,	H	a year), monthly,	241,186
Horseshoers' Journal, monthly,	I	Ladies' Review (subscription	I
Law Students' Helper, m'thly,	H	50c. a year), m'y,	C
Medical Counselor, monthly,	I	Michigan Maccabee (sub-	I
Medicine, monthly,	I	scription 50c. a year), m'y,	A
Perrin's Stenographer, m'y,	2,200	Reading, Hustler, weekly,	I
Retail Druggist, monthly,	F	Romeo, Observer, weekly,	I
Sunday School Advance, m'y,	I	Saginaw, Courier-Herald, } daily,	6,442
Therapeutic Gazette, monthly,	F	Courier Herald, } weekly,	8,690
Leonard's Illustrated Medical	I	Evening News, } daily,	9,211
Journal, quarterly,	15,039	News, } semi-weekly,	9,450
Dowagiac, Herald, weekly,	I	Post Zeitung, weekly,	5,623
Durand, Express, weekly,	I	Storekeeper, weekly,	3,125
Eaton Rapids, Journal, weekly,	I	Cone's Journal, monthly,	4,730
Flint, News, } daily,	I	Papyrus, monthly,	4,925
Sunday Democrat, } Sunday,	I	Saint Clair, Republican, weekly,	I
Genesee Democrat, } weekly,	I	Saint Johns, News, weekly,	H
Wolverine Citizen, weekly,	I	Saint Joseph, Nat'l Fruit Grower, m'y,	I
Bay View Magazine, monthly,	G	Threshermen's Review,	I
Bee Keepers' Review, monthly,	I	monthly,	25,395
Loyal Guard, monthly,	I	Sanilac Center, Sanilac Co. Republic-	I
Galesburg, Smiley's Kalamazoo County	I	an, weekly,	1,560
Enterprise, weekly,	I	Sault Sainte Marie, News-Record, w'y,	I
Gladwin, Gladwin Co. Record, weekly,	1,614	Shelby, Oceana Herald, weekly,	1,000
Grand Rapids, Democrat, daily,	16,936	Stanton, Clipper, weekly,	I
Evening Press, daily,	28,834	Sturgis, Michigan Democrat and Sturgis	I
Herald, } daily,	12,652	Times, weekly,	I
Herald, } Sunday,	11,067	Traverse City, Record, daily,	1,309
Herald, } semi-weekly,	I	Grand Traverse Herald,	I
Chronicle, weekly,	H	weekly,	2,300
Germania, } w'y,	I	Williamston, Odd-Fellow, semi-m'y,	I
Der Sonntagebote, } S'day,	I	MINNESOTA.	I
Mich. Tradesman, w'y,	7,000	Albert Lea, Freeborn Co. Times, w'y,	2,085
Am. Cheesemaker, m'y,	7,000	Alexandria, Post-News, weekly,	I
Furniture Record, m'y,	6,791	Austin, Mower Co. Transcript, weekly,	I
Michigan Artisan, m'y,	I	Brainerd, Tribune, weekly,	2,260
Harbor Springs, Lyra, monthly,	2,660	Buffalo, Journal, weekly,	I
Hart, Journal, weekly,	I	Chaska, Valley Herald, weekly,	I
Hastings, Banner, weekly,	2,188	Crookston, Times, } daily,	I
Herald, weekly,	I	Times, } weekly,	I
Journal, weekly,	I	Vesterhelmen, weekly,	1,230
Hillsdale, Democrat, weekly,	1,711	Bud og Hilsen, semi-m'thly,	3,862
Leader, weekly,	2,100	Duluth, Evening Herald, daily,	10,892
Standard, weekly,	2,992	News Tribune, daily,	9,291
Holland, De Grondwet, weekly,	H	Duluth-Superior Volksfund, w'y,	2,500
Homer, Index, weekly,	1,193	Posten, weekly,	I
Howell, Livingston Co. Republican, w'y,	I	Fairmont, Martin Co. Sentinel, weekly,	I
Livingston Democrat, weekly,	I	Fairbault, Journal, weekly,	1,438
Ionia, Sentinel, weekly,	I	Republican, weekly,	I
Ipcheming, Iron Ore, weekly,	I	Fergus Falls, Journal, weekly,	I
Ithaca, Gratiot Co. Herald, weekly,	I	Hutchinson, Leader, weekly,	1,564
Gratiot Co. Journal, weekly,	2,102	Kasson, Dodge Co. Republican, weekly,	I
Jackson, Citizen, } daily,	3,921	Lake City, Graphic-Sentinel, weekly,	1,350
Citizen, } semi-weekly,	H	Lakefield, Standard, weekly,	1,079
Evening Press, daily,	I	Indstrom, Medborgaren, weekly,	I
Morning Patriot, } daily,	I	Litchfield, Independent, weekly,	1,827
Morning Patriot, } Sunday,	I	Saturday Review, weekly,	I
Patriot, } weekly,	I	Luverne, Rock Co. Herald, weekly,	I
Industrial News, weekly,	I	Madella, Messenger, weekly,	1,088
Kalamazoo, Gazette-News, daily,	4,803	Mankato, Post, semi-weekly,	I
Telegraph, } daily,	6,673	Mapleton, Blue Earth Co. Enterprise,	I
Telegraph, } semi-weekly,	6,972	weekly,	I
Christian Review, monthly,	2,900	Minneapolis,	I
Philanthropic Index and	I	Dacota Tidende, } daily,	I
Review, monthly,	I	Tidende, } weekly,	29,229



Minneapolis,			South St. Paul Reporter, daily,	I
Journal, daily,	46,066		Stillwater, Gazette, } daily,	I
Times, daily,	29,623		Gazette, } weekly,	I
Tribune, } daily,	65,102		Wabasha, Standard, weekly,	I
Tribune, } Sunday,	29,360		Wilmar, Tribune, weekly,	1,650
Farmers' Tribune, } weekly,	37,615		Winona, Morning Independent, daily,	H
Afternoon, weekly,	6,221		Republican and Herald, } daily,	I
Both sides, weekly,			Republican and Herald, } w'y,	I
Critic, weekly,			Leader, weekly,	I
Folkbladet, weekly,	H		News, weekly,	H
Free Baptist, weekly,	2,492		Volksblatt des Westens, w'y, 23,334	
Improvement Bulletin, weekly,	I		Westlicher Herald, } weekly,	22,902
Irish Standard, weekly,	I		Sonntags Winona, } Sundays,	23,296
Lutheraneren, weekly,	12,542		Druid, monthly,	4,500
Midland Christian Advocate, w'y, 3,473			Bulletin of the American Bu-	
Miss. Valley Lumberman, weekly,	I		reau of Geography, q'rterly,	2,125
North and West, weekly,	I		MISSISSIPPI,	
Northwestern Miller, weekly,	H		Durant, News, weekly,	1,204
Nye Normaniden, weekly,	H		Jackson, Clarion-Ledger, } daily,	I
Progress, weekly,	2,000		Clarion-Ledger, } weekly,	H
Progressive Age, weekly,	I		Baptist, weekly,	H
Svenska Amerikanska Posten,			McComb, Enterprise, weekly,	1,084
weekly,	42,280		Sandersville, Southern Globe, monthly,	1,947
Svenska Folkets Tidning, weekly,	E		Starkville, Southern Farm Gazette, w'y,	
Veckoblad, weekly,	10,768		Vicksburg, Herald, } daily,	I
Hardware Trade, bi-weekly,	I		Herald, } weekly,	I
Farm, Stock and Home (subscription 50c. a year), semi-monthly,	56,708		Water Valley, North Miss. Herald, w'y,	I
Linnea, semi-monthly,	I		Yazoo City, Yazoo Sentinel, weekly,	I
Northwestern Agriculturist (subscription 50c. a year), semi-m'y,	53,980		MISSOURI,	
Reformed Presbyterian Advocate,			Albany, Ledger, weekly,	I
semi-monthly,	I		Bethany, Republican, weekly,	1,019
Skandinaviak Farmer J'l, semi-m'y,	I		Boonville, West'n Christian Union, m'y,	I
Skoerdemannen, semi-monthly,	I		Bowling Green Times, weekly,	I
Adept, monthly,	2,358		Brookfield, Gazette, weekly,	1,750
Church Record, monthly,	I		Butler, Times, weekly,	I
Cigar and Tobacco Journal, m'y,	I		Carrollton, Democrat, weekly,	I
Crow Bar, monthly,	4,554		Carthage, Jasper Co. Democrat, weekly,	I
Farm Implement, monthly,	7,508		Evening Press, } daily,	I
Housekeeper (subscription 50c. a year), monthly,	166,592		Press, } weekly,	I
Keith's Magazine, monthly,	G		Cassville, Republican, weekly,	1,569
Nat'l Guardsman & Volunteer, m'y, 1,600			Chillicothe, Constitution, weekly,	I
National Rebekah, monthly,	G		Missouri World, weekly,	G
Northern Osteopath, monthly,	I		Missouri Stock Jour'l, m'y, 4,000	
Northwestern Clerk and Window			Clayton, Argus, weekly,	G
Dresser, monthly,	H		Overseer, monthly,	I
Northwestern Horseman & Stock-			Columbia, Missouri Herald, weekly,	2,859
man, monthly,	H		Douglas, Enterprise, weekly,	I
Northwestern Land Guide, m'y,	I		Edina, Sentinel, weekly,	I
Northwestern Woodman, m'y,	5,838		Fayette, Democrat-Leader, weekly,	I
Professional Barber, monthly,	I		Globe, weekly,	1,137
Prophetic Messenger, monthly,	2,708		Howard Co. Advertiser, w'y,	I
Pythian Advocate, monthly,	I		Fulton, Sun, weekly,	2,940
School Education, monthly,	G		Gallatin, Democrat, weekly,	I
Western Camera Notes, monthly,	3,000		Green Ridge, National Land List, m'y,	G
New Ulin, Post, weekly,	1,104		Hamilton, Farmers' Advocate, weekly,	I
New York Mills, Uusi Kotimaa, weekly,	I		Higginsville, Missouri Thibote, w'y,	1,321
Northfield, Independent, weekly,	1,231		Progressive Bee-Keeper,	I
News, weekly,	I		monthly,	I
Owatonna, Chronicle, weekly,	1,751		Huntsville, Herald, weekly,	1,000
Preston, Christian Youth, monthly,	I		Independence, Jackson Examiner, w'y,	I
Red Lake Falls, Gazette, weekly,	1,296		Zion's Ensign, weekly,	H
Red Wing, Republican, } daily,			Jefferson City, Missouri School Jour-	I
Republican, } weekly,			nal, monthly,	I
Saint Cloud, Der Nordstern, weekly,	H		Joplin, Tribune, weekly,	I
Saint Paul,			Kansas City,	
Dispatch, } daily,	43,383		Drovers' Telegram, daily, )	E
Dispatch, } weekly,	22,924		Journal, } daily,	46,396
Globe, } daily,	E		Journal, } weekly,	94,996
Globe, } semi-weekly,	I		Mail, } daily,	H
News, daily,	15,887		Mail, } weekly,	F
Pioneer Press, } daily,	22,519		Star, } daily,	91,632
Pioneer Press, } Sunday,	29,932		Star, } Sunday,	92,253
Pioneer Press, } weekly,	28,443		Star, } weekly,	160,181
Volkszeitung, } daily,	D		World, daily,	27,922
Volkszeitung, } weekly,	C		Catholic Register, weekly,	I
A. O. U. W. Guide, weekly,	D		Central Christian Advocate, w'y,	F
Minnesota State Tidning, weekly,	C		Church Life, weekly,	I
Minnesota Union Advocate, w'y,	G		Live Stock Indicator, weekly,	I
Medical Journal, monthly,	C		Packer, weekly,	D
National Reporter System, w'y,	G		Rising Son, weekly,	H
Nordvesten, weekly,	H		Tribunen, weekly,	I
Northwestern Chronicle, weekly,	H		Western Veteran, weekly,	I
Trade Journal, weekly,	I		Word and Way, weekly,	9,615
Farmer (sub. 50c. a year), semi-m'y,	54,479		Grocers' Journal of Commerce,	I
Backbone (sub. 25c. a year), m'y,	25,333		semi-monthly,	I
DeLestry's Western Magazine, m'y,	(1)		Implement Trade Jour'l, semi-m'y, 8,893	
Medical Journal, monthly,	2,400		Architect and Builder, monthly,	I
Minnesota Woodman, monthly,	I		Gospel Message, monthly,	I
Northwestern Shoe and Leather			Illustrated World, monthly,	F
Journal, monthly,	G		Kings & Queens of the Range, m'y,	X
Northwest Magazine, monthly,	D		Medical Index-Lancet, monthly,	I
Odd-Fellow Review, monthly,	D		Missouri & Kansas Farmer, m'y,	F
Opportunity (sub. 50c. a year), m'y,	B		Nat. Thresherman & Farmer, m'y,	H
Poultry Herald, monthly,	F		Poultry and Belgian Hare Stand-	
St. Peter, Herald, weekly,	F		ard, monthly,	4,875
			Poultry Culture, monthly,	H

Kansas City.		Saint Louis.	
Pythian Herald, monthly,	12,133	Our Young Folks, weekly,	B
Western Sportsman and Recreation Pointers, monthly,	F	Sporting News, weekly,	F
Kennett, Dunklin Democrat, weekly,	1,400	Stoves & Hardware Reporter, w'ly,	I
Keytesville, Chariton Courier, weekly,	I	Sunday Watchman, Sunday,	I
Signal, weekly,	I	Trade Review, weekly,	G
Lamar, Democrat, weekly,	I	Waterways Journal, weekly,	I
Republican, weekly,	I	Die Abendschule, bi-weekly,	45,500
Lexington, Intelligencer, weekly,	I	Illustrated Home J'l, semi-m'ly,	20,520
Liberty, Advance, weekly,	I	Interstate Manu'fr, semi-m'ly,	7,710
Clay Co. Democrat, weekly,	8,200	Medical Fortnightly, semi-m'ly,	G
Tribune, weekly,	2,005	Vanguard, semi-monthly,	5,883
Linneus, Republican, weekly,	I	Altruist, monthly,	10,000
Macon, Republican, weekly,	2,872	American Illustrated Methodist Magazine, monthly,	14,000
Record, monthly,	1,381	American Jour. of Education, m'y,	D
Marshall, Saline Co. Index, weekly,	2,378	American Journal of Surgery, m'y,	H
Republican, weekly,	I	American X-Ray Journal, m'thly,	I
Maryville, Republican, weekly,	I	American Yeoman, monthly,	G
Tribune, weekly,	3,855	Barnum's Midland Farmer, m'y,	30,063
Memphis, Revellie, weekly,	1,281	Chaperone Magazine, monthly,	C
Mexico, Ledger, weekly,	I	Christian Manhood, monthly,	I
Intelligencer, weekly,	1,500	Church News, monthly,	I
Milan, Standard, weekly,	L	Clinical Reporter, monthly,	2,535
Moberly, League Gazette, monthly,	I	Commercial Lawyer, monthly,	7,301
Montgomery City, Montgomery Standard, weekly,	1,265	Finance, monthly,	I
Mountingrove, Journal, weekly,	1,008	Ford's Christian Repository, m'y,	H
Neosha, Times, weekly,	I	Furniture News, monthly,	G
New London, Rails Co. Times, weekly,	1,005	Inland Ill. Christian Endeavor, monthly,	120,000
Ozark, Christian Co. Republican, w'ly,	1,700	International Sunday School Evangelist, monthly,	41,750
Paris, Briney's Monthly,	1,258	Interstate Medical Jour., m'thly,	10,703
Platte City, Platte Co. Argus, weekly,	2,500	Kunkel's Musical Review, m'thly,	G
Plattsburg, Democrat-Lever, weekly,	I	Laryngoscope, monthly,	I
Richhill, Mining Review, weekly,	I	Medical and Surgical Journal, m'y,	H
Richmond, Conservator, weekly,	I	Medical Brief, monthly,	32,955
Democrat, weekly,	I	Medical Era, monthly,	G
Misaurian, weekly,	I	Medical Gazette, monthly,	I
Rockport, Atchison Co. Mail, weekly,	H	Medical Mirror, monthly,	12,701
Saint Charles, Banner News, weekly,	I	Meyer Brothers' Druggist, m'thly,	6,713
Saint Joseph,	I	Missionary Record, monthly,	F
Gazette Herald, } daily,	H	National Druggist, monthly,	7,516
Gazette Herald, } weekly,	I	Nat. Farmer and Stock Grower, monthly,	21,750
News, daily,	21,097	North American Journal of Diagnosis and Practice, monthly,	2,000
Stock Yards Daily Journal,	I	Progressive Printer, monthly,	I
Catholic Tribune, weekly,	H	Railroad Telegrapher, monthly,	17,911
Journal of Commerce, weekly,	I	Railway Journal, monthly,	I
Union, weekly,	4,129	St. Louis-Canadian Photographer, monthly,	2,300
Modern Farmer & Busy Bee, s.-m'y,	2,530	Sporting Goods Dealer, monthly,	10,000
Medical Herald, monthly,	6,578	Truckman's Advance-Advocate, monthly,	H
Poultry Topics, monthly,	7,833	T. P. A. News Letter, monthly,	18,041
Western Fruit Grower, monthly,	14,690	Woman's Farm Journal (subscription 50c. a year), monthly,	B
Saint Louis.		Word and Work, monthly,	85,235
Amerika, } daily,	H	American Journal of Dermatology, bi-monthly,	D
Amerika, } weekly,	G	Allenist and Neurologist, quarterly,	2,599
Chronicle, daily,	51,967	Bible Student, quarterly,	D
Globe Democrat, } daily,	89,690	Hesperian, quarterly,	G
Globe Democrat, } weekly,	140,069	Saltbury Press-Spectator, weekly,	I
Post-Dispatch, daily,	100,759	Sedalia, Capital, } daily,	I
Republic, } daily,	79,977	Capital, } weekly,	I
Republic, } Sunday,	86,503	Democrat, } daily,	I
Republic, } weekly,	143,633	Democrat, } weekly,	I
Star, } daily,	B	Evening Sentinel, } daily,	1,929
Star, } Sunday,	H	Sentinel, } semi-w'ly,	2,989
Westliche Post, } morning,	H	Royal Tribe of Joseph Herald, monthly,	I
Anzeiger, } evening,	H	Seneca, Dispatch, weekly,	1,080
Mississippi Blätter, } Sunday,	G	Shelbyville, Shelby Co. Herald, weekly,	2,142
Westliche Post, } semi-w'ly,	H	Springfield, Evening Record, } daily,	2,220
Anzeiger des Westens, } weekly,	H	Record, } weekly,	2,000
Age of Steel, weekly,	I	Leader-Democrat, daily,	4,600
Bulletin of Commerce, weekly,	G	Republican, daily,	I
Butchers' & Packers' Gazette, w'ly,	40,200	Practical Fruit Grower, semi-monthly,	H
Censor, weekly,	36,743	Triple Link, semi-monthly,	7,000
Central Baptist, weekly,	10,164	Stanberry, Bible Advocate, weekly,	1,225
Central Christian Review, w'ly,	I	Trenton, Republican, weekly,	1,809
Central Law Journal, weekly,	I	Tribune, weekly,	I
Christian Advocate, weekly,	F	Troy, Free Press, weekly,	1,578
Christian-Evangelist, weekly,	E	Unionville, Republican, weekly,	2,000
Church Progress & Catholic World, weekly,	E	Warrensburg, Johnson Co. Star, weekly,	I
Colman's Rural World, weekly,	F	Journal Democrat, weekly,	I
Cumberland Presbyterian, weekly,	H	Warsaw, Times, weekly,	1,180
Der Friedensbote, Sunday,	C	Weston, Progress, weekly,	I
Der Herold des Glaubens, weekly,	32,988	Westplains, Journal, weekly,	1,400
Farm Machinery, weekly,	10,285	Windsor, Review, weekly,	1,499
Grocer and General Merchant, w'ly,	H	MONTANA.	
Hlas, weekly,	X	Anaconda, Standard, } daily,	11,891
Humorist, weekly,	G	Standard, } Sunday,	14,184
Intestate Grocer, weekly,	I		
Jewish Voice, weekly,	H		
Journal of Agriculture, weekly,	E		
Labor Compendium, Sunday,	I		
Medical Review, weekly,	G		
Mirror, weekly,	D		
Missouri Freemason, weekly,	I		
Modern Miller, weekly,	I		
News, weekly,	I		

Butte, Inter-Mountain, } daily,	H	Hanover, Dartmouth, weekly,	I
Inter Mountain, } semi-weekly,	I	Hillsboro Bridge, Hillsboro Messenger,	I
Miner, } daily,	7,391	weekly,	I
Miner, } weekly,	2,392	Keene, Evening Sentinel, } d'y,	1,638
Western Mining World, weekly,	I	New Hampshire Sentinel, } w'y,	3,742
Fort Benton, River Press, weekly,	I	Laconia, Independent-Democrat, w'y,	3,100
Greatfalls, Leader, daily,	1,192	News and Critic, weekly,	I
Tribune, } daily,	2,587	Lancaster, Coos Co. Democrat, weekly,	2,000
Tribune, } weekly,	1,464	Lebanon, Granite State Free Press, w'y,	I
Helena, Herald, } daily,	I	Littleton, Courier, weekly,	2,215
Herald, } weekly,	I	White Mt. Republic-J'n, w'y,	I
Independent, } daily,	I	Manchester, L'Avenir National, daily,	1,945
Independent, } weekly,	I	Mirror and American, } d'y,	H
Northwestern Odd Fellow, m'ly,	I	Mirror and Farmer, } w'y,	F
Livingston, Enterprise, weekly,	1,135	Union, } daily,	12,813
Red Lodge, Picket, weekly,	I	Union, } weekly,	7,692
White Sulphur Springs, R. M. Husband-	I	Advertiser, weekly,	(11)
man, weekly,	I	Emerald, weekly,	2,330
		Guldon, monthly,	6,238
NEBRASKA.			
Auburn, Nemaha Co. Herald, weekly,	1,950	Nashua, Telegraph, } daily,	I
Aurora, Sun, weekly,	I	Telegraph, } weekly,	I
Beatrice, Express, daily,	1,044	North Conway, White Mt. Reporter, w'y,	I
Beaver City, Beaver V'y Tribune, w'y,	1,040	Peterboro, Transcript, weekly,	I
Blair, Danskeren, weekly,	6,571	Plymouth, Record, weekly,	I
Clay Center, Clay Co. Patriot, weekly,	I	Fortsmouth Times, daily,	I
Columbus, Nebraska Biene, weekly,	1,376	Rochester, Courier, weekly,	I
Geneva, Nebraska Signal, weekly,	1,307	Sanbornville, Carroll Co. Pioneer, w'y,	1,482
Hastings, Adams Co. Democrat, w'y,	1,600		
Tribune, weekly,	I	NEW JERSEY.	
Kearney, New Era Standard, weekly,	I	Arlington, Observer, weekly,	I
Lincoln, Evening News, daily,	5,312	Asbury Park, Journal, weekly,	I
Neb. State Journal, } daily,	H	Press, daily,	2,809
Neb. State Journal, } weekly,	H	Atlantic City, Atlantic Review, daily,	I
Post, } daily,	H	Press, daily,	H
Nebraska Weekly Post, } daily,	H	Faith and Hope Messen-	
Courier, weekly,	I	ger, monthly,	2,546
Deutsch-Amerikan Farmer, w'y,	A	Bayonne, Herald and Greenville Regis-	
Freie Presse, weekly,	A	ter, weekly,	I
Herald, weekly,	2,372	Times, weekly,	I
Nebraska Independent, w'y,	F	Blairstown, Press, weekly,	I
Kiote, monthly,	I	Bridgeton, Evening News, } daily,	H
Mutual Insurance Joun'l, m'y,	22,738	Dollar News, } weekly,	I
Nebraska Congregational	I	Camden, Post-Telegram, daily,	4,469
News, monthly,	I	Review, daily,	I
Nebraska Dairyman, m'ly,	H	Home Guide, weekly,	I
Neb. Farm Journal, m'ly,	H	New Jersey Gazette, weekly,	I
Nebraska Teacher, monthly,	4,009	New Jersey Methodist, weekly,	I
Pioneer, monthly,	I	Musical Enterprise, monthly,	I
Western Med. Review, m'ly,	8,683	Cape May Court House, Cape May Co.	
Western Swine Breeder, m'y,	1,019	Gazette, weekly,	1,213
Nebraska City, Conservative, weekly,	10,453	Dover, Index, weekly,	4,065
Norfolk, Nebraska Workman, m'ly,	F	Iron Era, weekly,	I
Omaha, Bee, daily,	37,187	Elizabeth, Journal, daily,	4,492
Hotel Reporter, daily,	2,295	Leader, daily,	H
News, daily,	19,642	Elmer, Times, weekly,	I
World-Herald, } daily,	29,518	Englewood, Press, weekly,	2,624
World-Herald, } weekly,	F	Bird Loie, bi-monthly,	I
Nebraska Tribune, semi-w'y,	F	Flemington, Hunterdon Co. Dem., w'y,	1,000
Central Farmer, weekly,	7,745	Freehold, Monmouth Democrat, w'y,	I
Den Danske Pioneer, weekly,	26,622	Monmouth Inquirer, weekly,	I
Nebraska Farmer, weekly,	F	Transcript, weekly,	3,329
Pokrok Zapadu, weekly,	I	Glassboro, Enterprise, weekly,	1,415
Royal Woodman, weekly,	H	Hackensack, Evening Record, daily,	I
Svenska Journalen, weekly,	6,215	Bergen Co. Democrat, w'y,	I
Trade Exhibit, weekly,	I	Republican, weekly,	I
Western Laborer, weekly,	I	Hackettstown, Gazette, weekly,	1,000
Fraternal Review, monthly,	3,684	Warren Republican, w'y,	1,000
Sovereign Visitor (subscription 50c. a year), monthly,	B	Haddonfield, Tribune, weekly,	I
Tidings, monthly,	F	Hoboken, Observer, daily,	F
Ord, Quiz, weekly,	1,286	Stevens Inst'e Indicator, d'y,	1,087
Redcloud, Chief, weekly,	I	Jersey City, Evening Journal, daily,	15,101
Nation, weekly,	1,374	News, daily,	I
Neb. and Kansas Farmer, m'y,	G	Long Branch, Record, weekly,	2,532
South Omaha, Drivers' Journal-Stock-	I	Millville, Republican, daily,	1,000
man, daily,	13,000	Morristown, Church and Home, weekly,	I
Superior, Philatelic West, monthly,	10,080	Evening Express, weekly,	I
Wahoo, Saunders Co. New Era, w'y,	1,376	Morris Co. Chronicle, w'y,	I
Westpoint Republican-Advertiser, w'y,	3,273	Mount Holly, Burlington Co. Democrat,	
York, Teller-Democrat, weekly,	I	weekly,	I
		Herald, weekly,	I
NEW HAMPSHIRE.			
Berlin, Independent, weekly,	I	New Jersey Mirror, weekly,	I
Reporter, weekly,	I	News, weekly,	F
Bristol, Enterprise, weekly,	1,666	Newark, Advertiser, daily,	44,729
Claremont, Advocate, weekly,	I	Evening News, daily,	44,729
National Eagle, weekly,	I	N. J. Freie Zeitung, } daily,	6,708
Concord, Evening Monitor, } d'y,	I	Der Erzachler, } Sunday,	10,543
Independent Statesman, } w'y,	H	N. J. Freie Zeitung, } weekly,	I
Patriot, } d'y,	I	Ledger, weekly,	H
New Hampshire Patriot, } w'y,	I	Russell's Convention Dates, w'y,	I
Granite Monthly,	H	Sunday Call, Sunday,	20,995
Popular Odd-Fellow, monthly,	I	Town Talk, weekly,	I
Derry, News, weekly,	2,502	N. J. Baptist Bulletin, m'thly,	5,000
Dover, Foster's Democrat, daily,	I	Railroad Employee, monthly,	G
Exeter, News-Letter, weekly,	2,500	New Brunswick, Home News, daily,	4,065
Franklin Falls, Journal-Transcript, w'y,	I	Newmarket, Advertisers' Guide, m'ly,	4,916
		Newton, Sussex Register, weekly,	I
		Nutley, Essex Co. News, weekly,	I
		Ocean Grove, Times, weekly,	I

Ocean Grove, Editor, monthly,	H	Buffalo,	
Orange, Chronicle, weekly,	H	Demokrat, } daily,	H
New Church Messenger, weekly,	I	Demokrat, } Sunday,	H
Passaic, News, daily,	4,494	Demokrat, } weekly,	H
City Record, weekly,	I	Evening News, } daily,	66,882
Item, weekly,	I	News, } Sunday,	C
Paterson, Evening News, daily,	7,929	Evening Times, } daily,	41,714
Guardian, daily,	I	Times, } Sunday,	39,686
Morning Call, daily,	7,635	Morning Express, } daily,	23,615
De Telegraaf, weekly,	I	Illus. Buffalo Express, } Sunday,	51,379
National Labor Standard, w'y,	I	Polak W' Amercy, daily,	I
Sunday Chronicle, Sunday,	I	Review, daily,	H
Paulsboro, Press, weekly,	1,000	Volksfreund, daily,	I
Perth Amboy, Republican, weekly,	1,500	Arbeiter Zeitung, weekly,	I
Plainfield, Courier-News, daily,	I	Aurora und Christliche Woche, w'y,	H
Press, daily,	2,513	Catholic Union and Times, w'y,	H
Real Estate News and Union		Christian Uplook, weekly,	H
Star, weekly,	2,125	National Odd Fellow, weekly,	H
Sabbath Recorder, weekly,	H	Church Work, semi-monthly,	H
Pleasantville, Press, weekly,	I	American Investments, monthly,	I
Young America, monthly,	H	Bulletin, monthly,	I
Rahway, Union Democrat, weekly,	I	Der Mitarbeiter, monthly,	I
Redbank, Register, weekly,	2,711	Educator, monthly,	E
Roselle, North Jersey Enterprise, w'y,	H	Journal of the Switchmen's	
Rutherford, American, weekly,	1,000	Union, monthly,	H
Salem, South Jerseyman, weekly,	2,400	Medical Journal, monthly,	1,200
Somerville, Somerset Democrat, w'y,	I	Process Review and Journal of	
Unionist Gazette, weekly,	I	Electrotyping, monthly,	I
Jersey Knight, monthly,	I	Professional and Amateur Pho-	
Summit, Record, weekly,	I	tographer, monthly,	H
Sussex, Independent, weekly,	I	Roller Mill, monthly,	H
Wantage, Recorder, weekly,	I	Royal Templar, monthly,	E
Milk Reporter, monthly,	I	Two-Step, monthly,	I
Trenton, State Gazette, weekly,	I	Cambridge, Washington Co. Post, w'y,	2,208
Times, daily,	9,509	Canajoharie, Hay Trade Journal, w'y,	I
True American, daily,	5,383	Canandaigua, Ontario Co. Journal, w'y,	I
Sunday Advertiser, Sunday,	F	Ontario Co. Times, w'y,	I
Vineland, Evening Journal, daily,	I	Ontario Repository Mes-	
Washington, Star, weekly,	3,322	senger, weekly,	I
Westfield, Union Co. Standard, weekly,	I	Canisteo, Times-Republican, weekly,	I
Woodbury, Gloucester County Stan-		Canton, St. Lawrence Plaindealer, w'y,	2,212
dard, weekly,	1,540	Carthage, Tribune, weekly,	I
NEW MEXICO.		Catskill, Recorder, weekly,	2,886
Alamogordo, News, weekly,	1,198	Cazenovia, Republican, weekly,	1,422
Albuquerque, Journal Democrat, daily,	1,836	Chatham, Courier, weekly,	H
Carlsbad, Argus, weekly,	I	Chenango Forks, Broome Co. Herald, w'y,	I
Las Vegas, La Vox Del Pueblo, weekly,	I	Chester, Orange Co. News, weekly,	1,822
NEW YORK.		Cobleskill, Index, weekly,	I
Adams, Jefferson Co. Journal, weekly,	I	Times, weekly,	1,918
Albany, Argus, daily,	###	Cohoes, Evening Dispatch, daily,	I
Evening Journal, } daily,	16,940	Cooperstown, Freeman's Journal, w'y,	I
Journal, } weekly,	F	Otsego Farmer, weekly,	8,398
Press-Kniekerbocker		Otsego Republican, w'y,	I
Express, } daily,	G	Corning, Journal, daily,	I
Sunday Press, } Sunday,	F	Corrwall-on-Hudson, Practical Temp-	
Times-Union, } daily,	25,455	erance, m'thly,	I
Times, } weekly,	I	Cortland, Standard, } daily,	1,564
Country Gentleman, weekly,	F	Standard, } semi-weekly,	3,220
Sunday Telegram, Sunday,	E	Democrat, weekly,	2,685
Vatican and Catholic Star, w'y,	H	Dansville, Advertiser, weekly,	I
American Education, monthly,	4,200	Normal Instructor (subscription	
Law Journal, monthly,	I	50c. a year), m'thly,	100,000
Poultry Monthly,	6,250	Delevan, Cattaraugus Press, weekly,	I
Albion, Free Lance, weekly,	I	Delhi, Delaware Express, weekly,	I
Orleans Republican, weekly,	1,825	Deposit, Journal, weekly,	I
Official Organ, monthly,	3,623	Deruyter, Gleaner, weekly,	1,500
Oologist, monthly,	I	Dryden, Herald, weekly,	I
Altamont, Enterprise, weekly,	I	Dunkirk, Evening Observer, } daily,	I
Amsterdam, Democ't & Recorder, } d'y,	H	Grape Belt, } semi-w'y,	I
Democ't & Recorder, } w'y,	I	Earlville, Standard, weekly,	1,114
Morning Sentinel, daily,	I	East Aurora, Advertiser, weekly,	I
Arcade, Wyoming Co. Herald, weekly,	I	Little Journeys, m'thly,	30,500
Attica, Wyoming Co. Advocate, w'y,	I	Phillistine, monthly,	62,916
Auburn, Advertiser, daily,	I	Ellenville, Journal, weekly,	I
Bulletin, daily,	I	Press, weekly,	1,200
Avoca, Advance, weekly,	I	Ellicottville, Post, weekly,	2,539
Babylon, Arcanum Hon. Jou'l, m'y,	4,021	Elmira, Advertiser, } daily,	G
Bainbridge, Republican & Express, w'y,	I	Advertiser, } weekly,	H
Baldwinsville, Gas. & Farmers' J'l, w'y,	H	Evening News, daily,	I
Batavia, News, daily,	5,918	Evening Star, daily,	G
Bath, Steuben Courier, weekly,	I	Gazette and Free Press, } d'y,	H
Steuben Farmers' Advocate, w'y,	I	Gazette and Free Press, } w'y,	I
Binghamton, Evening Herald, daily,	9,000	Defender, weekly,	H
Leader, } daily,	12,440	Telegram, Sunday,	D
Deer, Leader, } weekly,	7,616	Elmsford, Sheltering Arms, m'y,	I
Republican, daily,	6,476	Fairport, Monroe Co. Mail, weekly,	I
Star-Chronicle, weekly,	G	Falconer, American Beekeeper, m'y,	I
Boonville, Herald and Adirondack		Far Rockaway—(See New York City,	
Tourist, weekly,	3,000	Borough of Queens).	
Brookfield, Courier, weekly,	1,532	Fayetteville, Bulletin, } w'y,	I
Brooklyn—(See New York City, Borough of		Farmers' Ins. Bul'n } (sub. 50c. a year), q'y,	C
Brooklyn).		Floral Park, Mayflower, (subscription	
Buffalo,		50c. a year), monthly,	A
Commercial, daily,	F	Flushing—(See New York City, Borough	
Courier, } morning,	C	of Queens).	
Enquirer, } evening,	D	Fort Plain, Standard, weekly,	I
Courier, } Sunday,	C		

Franklin, Delaware Co. Dairyman, w'y,	H	New York City—Manhattan,	
Fredonia, Censor, weekly,	I	Das Abend Blatt, } daily,	F
Freeville, Junior Republic Citizen, m'y,	2,100	Die Arbeiter Zeitung, } Sunday,	F
Fulton, Patriot, weekly,	I	Das Morgen Journal, } daily,	A
Geneseo, Livingston Democrat, weekly,	I	Das Morgen Journal, } Sunday,	H
Geneva, Times, daily,	I	Evening Post, daily,	C
Ontario Co. News-Letter, w'y,	I	Evening Telegram, daily,	129,865
Saturday Review, weekly,	I	Forward, daily,	E
Seneca Co. News-Letter, w'y,	1,419	Herald, } daily,	A
Gilbertsville, Otsego Journal, weekly,	1,507	Herald, } Sunday,	A
Glens Falls, Morning Star, } daily,	I	Il Progresso Italo-Americano, d'y,	G
Star, } weekly,	I	Jewish Daily News, } daily,	39,904
Times, daily,	1,807	Jewish Gazette, } weekly,	E
Gloversville, Leader, daily,	3,409	Jewish Herald, } daily,	E
Gouverneur, Free Press, weekly,	I	Volksadvocat, } Sunday,	E
Northern Tribune, weekly,	I	Jewish Abend Post, daily,	D
Grand Army Journal, w'y,	I	Journal and Advertiser, } daily,	A
Granville, Sentinel, weekly,	I	Evening Journal, } daily,	A
Groton, Journal, weekly,	I	Journal and Advertiser, } Sunday,	A
Hancock, Herald, weekly,	I	Journal of Commerce, daily,	A
Harparville, Budget, weekly,	I	L'Araldo Italiano, } daily,	G
Herkimer, Citizen, weekly,	I	L'Araldo Italiano, } Sunday,	G
Democrat, weekly,	I	Listy, } d'y,	H
Holley, Standard, weekly,	1,240	Nedeln, New-Yorker Listy, } S'y,	H
Hoosick Falls, Hoosick Valley Dem., w'y,	2,125	Mail and Express, daily,	E
Hornellsville, Evening Tribune, } daily,	2,798	Morning Telegraph, } daily,	F
Tribune, } w'y,	I	Morning Telegraph, } Sunday,	F
Morning Times, daily,	I	News, } daily,	A
Horseheads, Chemung Val. Report'r, w'y,	1,401	News, } Sunday,	E
Iilon, Citizen, weekly,	I	North Side News, weekly,	7,062
Irrington, Cosmopolitan, monthly,	A	People, weekly,	E
Ithaca, Journal, weekly,	I	Press, } daily,	B
News daily,	I	Press, } Sunday,	C
Democrat, weekly,	I	Press, } weekly,	I
Ithacan, weekly,	H	Staats-Zeitung, } morning,	C
Jamestown, Evening Journal, } daily,	I	Staats-Zeitung, } evening,	C
Journal, } s.-w'y,	5,200	Staats-Zeitung, } Sunday,	C
Vartland, weekly,	3,404	Staats-Zeitung, } weekly,	E
Country World, monthly,	I	Sun, } morning,	A
Johnstown, Republican, daily,	I	Sun, } evening,	A
American Fancier, weekly,	I	Sun, } Sunday,	A
Kingston, Express, daily,	I	Times, } daily,	75,000
Freeman, daily,	3,080	Times, } Sunday,	C
Leroy, Gazette, weekly,	2,250	Tribune, } daily,	C
Leicester, Record, weekly,	I	Tribune, } Sunday,	C
Lily Dale, Sunflower, semi-monthly,	2,281	Tribune, } tri-weekly,	C
Little Falls, Evening Times, daily,	I	Tribune, } weekly,	B
Journal and Courier, w'y,	2,000	Volks Zeitung, } daily,	G
Livingston Manor, Ensign, weekly,	I	Vorwaerts, } weekly,	H
Lockport, Niagara Journal, semi-weekly,	I	Wall Street Journal, daily,	G
Review, daily,	I	Wall Street News, daily,	I
Union Sun, } semi-w'y,	I	World, } morning,	A
Niagara Dem. & Sun, } m'y,	I	World, } evening,	H
Woman's Temp. Work, m'y,	H	World, } Sunday,	A
Long Island City—(See New York City, Borough of Queens).		World, } tri-weekly,	A
Lowville, Journal and Republican, w'y,	I	Zeitung, } morning,	C
Times, weekly,	I	Herold, } evening,	B
Lyons, Wayne Democratic Press, w'y,	I	Revue, } Sunday,	G
Malone, Farmer, weekly,	I	Atlantis, semi-weekly,	B
Palladium, weekly,	I	Harlem Local Reporter, semi-weekly,	I
Mamaroneck, Paragon, weekly,	2,368	Slovak V Amerike, semi-weekly,	8,087
Marcellus, Observer, weekly,	I	Age, weekly,	H
Massena, Forum, weekly,	2,064	American Agriculturist, weekly,	85,976
Observer, weekly,	I	American Banker, weekly,	9,460
Mexico, Independent, weekly,	1,270	American Economist, weekly,	G
Middleburg, Gazette, weekly,	I	American Gardening, weekly,	E
Middletown, Press, } daily,	I	American Grocer, weekly,	I
Orange Co. Press, } semi-w'y,	I	American Hebrew, weekly,	14,827
Milford, Teachers' Gazette, monthly,	H	American Herald, weekly,	I
Montgomery, Standard & Reporter, w'y,	I	American Machinist, weekly,	16,594
Moravia, Republican-Register, weekly,	I	American Mining News, weekly,	2,489
Morrisville, Madison Co. Leader, w'y,	I	American Stationer, weekly,	I
Mount Kisco, Recorder, weekly,	1,485	American Workman, weekly,	I
Mount Morris, Pickert Line Post, w'y,	1,356	Amerik, Schweizer Zeitung, weekly,	E
Mount Vernon, Argus, Daily,	2,094	Army and Navy Journal, weekly,	G
Eagle, daily,	I	Belltristisches Journal, weekly,	I
Record, weekly,	I	Bicycling World, weekly,	H
Naples, News, weekly,	1,300	Bradstreet's, weekly,	I
Newark, Arcadian Gazette, weekly,	I	Butchers' Advocate, weekly,	H
Union, weekly,	I	Catholic News, weekly,	B
Newark Valley, Tioqa Co. Herald, w'y,	1,000	Charities, weekly,	2,914
Newburg, Journal, daily,	I	Christian Advocate, weekly,	42,415
News, daily,	H	Christian Herald, weekly,	223,009
Register, daily,	I	Christian Intelligencer, weekly,	G
Sunday Telegram, Sunday,	I	Christian Nation, weekly,	I
Commerce's Travelers' Bulletin, monthly,	I	Christian Work, weekly,	E
Newport, Journal, weekly,	1,000	Churchman, weekly,	C
New Rochelle, Paragon, weekly,	I	Clipper, weekly,	C
New York City—Manhattan,		Coal Trade Journal, weekly,	H
Bolliteno, daily,	###	Collier's Weekly,	280,749
Commercial Advertiser, daily,	E	Com. and Financial Chronicle, w'y,	H
Commercial & Shipping List, d'y,	H	Commercial Enquirer, weekly,	I
Courier des Etats-Unis, } daily,	I	Concert-Goer, weekly,	I
Courier des Etats-Unis, } Sunday,	H	Crockery and Glass Journal, w'y,	I
Courier des Etats-Unis, } weekly,	G	Deaf Mutes' Journal, weekly,	I
		Der Fuhrer, weekly,	I
		Der Pfalzler in Amerika, weekly,	I

New York City—Manhattan,	
Deutsche Eiche, weekly,	I
Deutscher Volksfreund, weekly,	I
Dramatic Mirror, weekly,	F
Dramatic News and Times, w'ly, (11)	I
Dry Goods Economist, weekly,	F
Dun's Review, weekly,	G
Electrical Age, weekly,	I
Electrical Review, weekly,	G
Electrical World and Engin'r, w'y	7,500
Electricity, weekly,	I
Engineering and Mining Jour, w'y.	834
Engineering News, weekly,	9,834
Evangelist, weekly,	G
Examiner, weekly,	F
Family Story Paper, weekly,	B
Financial Review, weekly,	H
Financier, weekly,	G
Fire-side Companion, weekly,	B
Fishing Gazette, weekly,	I
Florists' Exchange, weekly,	7,600
Forest and Stream, weekly,	G
Freeman's Journal, weekly,	G
Freiheit, weekly,	H
Fruitman's Guide, weekly,	3,023
Fruit Trade Journal, Dairy and	
Produce Record, weekly,	I
Golden Hours, weekly,	D
Great Round World, weekly,	F
Handels-Zeitung, weekly,	I
Happy Days, weekly,	I
Harlem Life, weekly,	H
Harper's Weekly,	B
Hebrew Standard, weekly,	G
Hessen-Darmstaedter Zeit'g, w'y,	I
Illustrated Record, weekly,	F
Independent, weekly,	513
Insurance Press, weekly,	4,513
Irish World, weekly,	E
Iron Age, weekly,	E
Jewelers' Circular, weekly,	I
Jewelers' Review, weekly,	I
Jewish Messenger, weekly,	I
Judge, weekly,	F
Kurier Nowojorski, weekly,	70,300
Leslie's Illustrated Weekly,	C
Life, weekly,	C
Liquor Trades' and Hotel Rev'w, w'y,	I
Literary Digest, weekly,	B
Maritime Register, weekly,	5,250
Masonic Standard, weekly,	3,111
Medical Journal, weekly,	F
Medical News, weekly,	I
Medical Record, weekly,	I
Mekkeel's Weekly Stamp News,	G
Mercantile and Financial Times, w'y,	H
Metal Worker, weekly,	G
Musical Age, weekly,	I
Musical Courier, weekly,	47,702
Music Trade Review, weekly,	4,860
Music Trade, weekly,	H
Nation, weekly,	H
National Advertiser, weekly,	I
National Police Gazette, weekly,	D
National Provisioner, weekly,	I
Newspaperdom, weekly,	I
Nordstjernen, weekly,	F
Observer, weekly,	F
Oil, Paint and Drug Reporter, w'y,	I
Osterreichisch Ungarische Zeit-	
ung, weekly,	G
Outlook, weekly,	B
Paper Mill and Wood Pulp News, w'y,	I
Paper Trade Journal, weekly,	I
Pharmaceutical Era, weekly,	G
Plattdeutsche Post, weekly,	G
Printers' Ink, weekly,	14,254
Produce Review, weekly,	H
Public Opinion, weekly,	85,019
Puck, weekly,	C
Railroad Gazette, weekly,	H
Rider and Driver, weekly,	F
Rural New Yorker, weekly,	E
Sabbath Reading (subscription	
50c. a year), weekly,	A
School, weekly,	D
School Journal, weekly,	F
Schwaebische Wochenblatt, weekly,	H
Scientific American, weekly,	C
Scottish American, weekly,	H
Shoe and Leather Reporter, weekly,	G
Shooting and Fishing, weekly,	H
Spectator, weekly,	X
Spirit of the Times, weekly,	F
Standard, weekly,	F
Street and Smith's N. Y. Weekly,	B
Street Railway Journal, weekly,	H

New York City—Manhattan,	
Sunday Democrat, Sunday,	H
Sunday Union, Sunday,	I
Tammany Times, weekly,	I
Textile Manufacturers' Journal,	I
Town and Country, weekly,	E
Town Topics, weekly,	E
Trotter and Pacer, weekly,	H
Truth Seeker, weekly,	H
Turf, Field and Farm, weekly,	G
United Irishman, weekly,	H
U. S. Financial and Commercial	
Examiner, weekly,	H
U. S. Tobacco Journal, weekly,	I
Vogue, weekly,	H
Wall Street Press Ill, weekly,	X
Witness, weekly,	E
Worker, weekly,	E
New York Insurance Journal,	
bi-weekly,	2,173
Advocate and Guardian, s'm'ly,	6,570
American Druggist, semi-monthly,	G
Am. Homeopathist, semi-monthly,	H
Bonfort's Wine & Spirit Circular,	
semi-monthly,	I
Bookseller, Newsdealer and	
Stationer, semi-monthly,	G
Hardware, semi-monthly,	H
Lumber Trade Journal, semi-	
monthly,	2,250
Men's Wear, semi-monthly,	H
Mining and Metallurgy, semi-	
monthly,	5,906
Our Times, semi-monthly,	C
Pediatrics, semi-monthly,	14,369
Plumbers' Trade Journal, semi-	
monthly,	E
Sewing Machine Times, semi-m'y,	H
Telegraph Age, semi-monthly,	H
Vereingte Staaten Orden und	
Vereins Revue, semi-monthly,	I
Wine and Spirit Gazette, semi-m'y,	H
Young Catholic, semi-monthly,	I
Advertising Success, monthly,	I
Advertiser, monthly,	I
Anslee's Magazine, monthly,	C
Amateur Sportsman, monthly,	H
Am. Amateur Photographer, m'y,	4,125
American Carbonator, monthly,	2,000
American Cider and Vinegar	
Maker, monthly,	I
American Clothier, monthly,	7,014
Am. Commercial Traveler, m'y,	I
American Electrician, monthly,	16,625
American Engineer, monthly,	3,000
American Exporter, monthly,	I
American Gynecological and Ob-	
stetrical Journal, monthly,	H
American Hatter, monthly,	H
Am. Journal of Obstetrics, m'y,	I
Am. Journal of Philately, m'y,	I
American Lawyer, monthly,	9,401
American Magazine, monthly,	C
American Messenger (subscrip-	
tion 50c. a year), monthly,	76,250
Am. Monthly Review of Reviews,	A
American Printer, monthly,	I
American Queen, monthly,	C
American Tailor and Cutter, m'y,	G
American Therapist, monthly,	I
American Wine Press and Min-	
eral Water News, monthly,	I
Amerikanischer Botschafter, m'y,	F
Anthony's Photographic Bul-	
letin, monthly,	I
Architecture, monthly,	5,167
Archives of Pediatrics, monthly,	H
Arena, monthly,	F
Argosy, monthly,	109,608
Art Amateur, monthly,	F
Art and Decoration, monthly,	H
Art Interchange, monthly,	F
Automobile Magazine, monthly,	I
Babyhood, monthly,	H
Bankers' Magazine, monthly,	G
Banking Law Journal, monthly,	5,254
Baptist Home Mission Monthly,	G
Benziger's Magazine, monthly,	D
Blacksmith & Wheelwright, m'y,	11,521
Book and News-Dealer, monthly,	3,000
Book Buyer, monthly,	G
Bookman, monthly,	25,000
Bookseller and Newsmen, m'y,	I
Book World, monthly,	F
Brewers' Journal, monthly,	H
Bricklayer and Mason, monthly,	30,675
Broadway Magazine, monthly,	I

New York City—Manhattan,	
Business, monthly,	G
Cadenza, monthly,	G
Camera and Dark Room, m'y, ### (1)	I
Capitalist, monthly,	I
Car-pentry and Building, monthly,	I
Cassell's Magazine, monthly,	F
Cassier's Magazine, monthly,	H
Caterer, monthly,	4,041
Catholic World, monthly,	H
Century Magazine, monthly,	A
Cheerful Moments (subscription 50c. a year), monthly,	283,333
China Decorator, monthly,	I
Chosen Friend, monthly,	U
Christian City, monthly,	I
Church Eclectic, monthly,	2,294
Church Economist, monthly,	3,000
Cloaks and Furs, monthly,	I
Clothier and Furnisher, monthly,	5,663
Clothing Gazette, monthly,	H
Cold Storage, monthly,	1,167
Commerce, Acc'ts & Finance, m'y,	G
Compass & Council Directory, m'y,	I
Compressed Air, monthly,	I
Confectioners' & Bakers' Gaz., m'y,	H
Converted Catholic, monthly,	G
Crerand's Cloak Journal, monthly,	I
Criterion, monthly,	G
Critic, monthly,	H
Current Advertising, monthly,	H
Current Literature, monthly,	G
Cycling Gazette, monthly,	I
Delineator, monthly,	542,137
Der Hausdokter, monthly,	H
Designer, monthly,	221,935
Dickerman's U. S. Treasury Counterfeit Detector, monthly,	5,895
Dominant, monthly,	H
Dosimetric Medical Review, m'y,	I
Druggists' Circular, monthly,	H
Educational Foundations, m'thly,	F
Educational Review, monthly,	I
El Comercio, monthly,	G
Elite Styles, monthly,	C
Engineering Magazine, monthly,	E
Engineering Review, monthly,	H
Evangelistic Work, monthly,	H
Everybody's Magazine, monthly,	C
Ev'ry Month,	C
Fabrics, F'cy G'ds & Notions, m'y,	H
Fame, monthly,	H
Family Physician, monthly,	F
Field and Stream, monthly,	H
Foreign Buyer, monthly,	H
Forum, monthly,	F
Frank Leslie's Popular Monthly,	A
Gael, monthly,	21,465
Gaillard's Medical Journal, m'y,	I
Gentlewoman, monthly,	400,916
Good Government, monthly,	I
Good Literature (subscription 50c. a year), monthly,	373,583
Good Roads Magazine, monthly,	F
Gospel in all Lands, monthly,	14,775
Haberdasher, monthly,	H
Half Hour, monthly,	C
Hardware Dealers' Magazine, m'y,	11,812
Harness, monthly,	3,791
Harper's Bazaar, monthly,	B
Harper's New Monthly Magazine, a year,	11,250
Hearthstone, (subscription 25c. a year), monthly,	785,838
Heating and Ventilation, monthly,	H
Home Cheer, monthly,	96,849
Home Comfort, monthly,	F
Home Magazine, monthly,	C
Home Monthly (subscription 50c. a year),	427,000
Home Talk, monthly,	E
Homiletic Review, monthly,	G
Hours at Home, monthly,	D
Household, monthly,	A
Housewife (subscription 50c. a year), monthly,	129,169
Hub, monthly,	I
Ice Trade Journal, monthly,	I
Illustrated American, monthly,	G
Illustrated Navy Chronicle, m'y,	5,308
Insurance Critic, monthly,	I
Insurance Economist, monthly,	I
Insurance Press Monthly,	7,117
Insurance Times, monthly,	H
Internat'l Journal of Surgery, m'y,	C
Internat'l Medical Magazine, m'y,	I
International Studio, monthly,	G

New York City—Manhattan,	
Items of Interest, monthly,	11,292
Journal of Cutaneous and Genito Urinary Diseases, monthly,	I
Jour. of Electro Therapeutics, m'y,	H
Journal of Nervous and Mental Diseases, monthly,	I
Judge's Library, monthly,	B
Junior Munsey & The Puritan, monthly,	113,000
Kneipp, Water Cure, monthly,	I
Ladies' Home Topics, monthly,	G
Ladies' World (subscription 40c. a year), monthly,	482,083
Lancet, monthly,	F
L'Art de la Mode, monthly,	F
Le Bon Ton, monthly,	F
Ledger, monthly,	B
Literary News, monthly,	H
Lumberman's Review, monthly,	I
Luther League Review, monthly,	G
McCall's Magazine (subscription 50c. a year), monthly,	A
McClure's Magazine, monthly,	A
Machinery, monthly,	26,101
Magazine of Art, monthly,	G
Marine Engineering, monthly,	G
Medical Examiner, monthly,	G
Medical Review of Reviews, m'y,	9,791
Medical Times, monthly,	G
Menorah Monthly,	F
Mercantile Adjuster, monthly,	F
Merck's Report, monthly,	9,228
Messenger of the Sacred Heart, m'y,	D
Metronome, monthly,	I
Metropolitan and Rural Home (subscription 50c. a year), m'y,	535,666
Metropolitan Magazine, monthly,	G
Mind, monthly,	I
Missionary Rev. of the World, m'y,	G
Mission Field, monthly,	4,641
Modern Medical Science, monthly,	20,000
Modern Mexico, monthly,	10,191
Modern Stories (subscription 25c. a year), monthly,	528,000
Modes and Fabrics, monthly,	H
Money, monthly,	24,800
Mosher's Magazine, monthly,	I
Motherhood, monthly,	F
Municipal Journal, monthly,	I
Munsey's Magazine, monthly,	615,500
Music Life, monthly,	2,150
National Advocate, monthly,	4,125
National Bottler's Gazette, m'y,	I
Nat'l Building & Loan Herald, m'y,	I
National Single Taxer, monthly,	I
New Century Trade, monthly,	3,000
New Education, monthly,	H
New Idea Woman's Magazine, m'y,	G
New Illustrated Magazine, m'y,	H
N. Y. Athletic Club Journal, m'y,	4,120
New York Philatelist, monthly,	I
Nickell Magazine (subscription 50c. a year), monthly,	B
North American Review, monthly,	F
Off'l R'y Equipment Register, m'y,	I
Optical Journal, monthly,	H
Our Animal Friends, monthly,	D
Outing, monthly,	D
Painters' Magazine, monthly,	I
Paragon Monthly (subscription 50c. a year),	400,166
Parish Visitor, monthly,	125,748
Pearson's Magazine, monthly,	E
Penman's Art Journal, monthly,	E
People's Home Journal (subscription 50c. a year), monthly,	482,083
Phonograph Record, monthly,	I
Photoscope, monthly,	I
Photo-American, monthly,	G
Photographic Times, monthly,	H
Phrenological Journal, monthly,	H
Physical Culture (subscription 50c. a year), monthly,	61,166
Popular Fashions (subscription 35c. a year), monthly,	543,850
Popular Science Monthly,	F
Popular Science News,	F
Power, monthly,	30,718
Practical Druggist, monthly,	G
Practical Teacher, monthly,	G
Preachers' Magazine, monthly,	G
Primary School, monthly,	C
Professional Pointer, monthly,	I
Public Health Journal, monthly,	I
Publishers' Guide, monthly,	I
Puck's Library, monthly,	E



New York City—Manhattan,		Brooklyn,	
Quiver, monthly,	E	Every Where, monthly,	F
Railroad Digest, monthly,	H	Mahatma, monthly,	1,000
Railway and Locomotive Engineering, monthly,	24,000	Medical Journal, monthly,	H
Recreation, monthly,	F	Photo-Straws, monthly,	1,426
Rudder, monthly,	F	Record of the C. B. L., monthly,	H
Sailors' Magazine, monthly,	H	Universal Brother'd Path, m'y,	H
St. Andrew's Cross, monthly,	13,645	Queens,	
St. Nicholas, monthly,	B	Long Island Star, weekly,	I
Sartorial, Art Journal, monthly,	F	Times, daily,	I
Scient. American B'd'g Ed'n, m'y,	G	Long Island Beobachter, weekly,	I
Scient. American Exp't Ed'n, m'y,	H	Richmond,	
Scribner's Magazine, monthly,	A	Staten Island Leader, weekly,	I
Shoe Retailer, monthly,	F	Staten Island News, weekly,	I
Short Stories, monthly,	F	Staten Island Transcript, weekly,	1,320
Silver Cross, monthly,	G	Niagara Falls, Cataract-Journal, w'kly,	I
Smokers' Magazine, monthly,	I	Gazette, daily,	3,000
Sokol Americky, monthly,	I	North Chili, Earnest Christian, m'thly,	I
Spirit of Missions, monthly,	G	Northport, Law Notes, monthly,	C
Spirit of '76, monthly,	H	North Tarrytown, Mount Pleasant	
Steam Engineering, monthly,	18,063	News, weekly,	I
Stone, monthly,	A	Norwich, Chenango Telegraph, semi-weekly,	I
Strand Magazine, monthly,	A	Chenango Union, weekly,	I
Success, monthly,	227,918	Nyack, Evening Star, daily,	1,419
Sunday School Journal (subscription 50c. a year), monthly,	100,500	Christian and Missionary Alliance, weekly,	F
Sunny Side, monthly,	7,166	Ogdensburg, Advance, weekly,	H
Supply World, monthly,	2,025	Olean, Times, daily,	I
Tailors' Review, monthly,	3,250	Oneida, Democratic Union, semi-weekly,	H
Teachers' Institute, monthly,	C	Post, weekly,	I
Teachers' World, monthly,	C	Oneonta, Star, daily,	I
Toilettes, monthly,	D	Herald, weekly,	2,977
Trained Nurse, monthly,	I	Ossining, Democratic Register, weekly,	I
Transactions of the American Inst. of Elec. Engineers, m'y,	I	Oswego, Palladium, } daily,	I
Treasury of Religious Thought, monthly,	H	Palladium, } weekly,	I
Truth, monthly,	48,677	Times, } daily,	I
Typewriter and Phonographic World, monthly,	G	Times, } semi-weekly,	I
Union, monthly,	2,788	Oswego Falls, Observer, weekly,	I
Unique Monthly (subscription 50c. a year),	B	Ovid, Gazette and Independent, w'kly,	2,490
Upholsterer, monthly,	I	Oswego, Record, } daily,	I
Talkyrian, monthly,	G	Tioga Co. Record, } weekly,	2,490
Vanity Fair, monthly,	I	Gazette, weekly,	I
Violin World, monthly,	G	Palmyra, Courier, weekly,	I
Voice of Missions, monthly,	10,254	Wayne Co. Journal, weekly,	I
Water and Gas Review, monthly,	H	Patchogue, Advance, weekly,	I
Welcome Friend, monthly,	H	Penn Yan Express, weekly,	1,769
Werner's Magazine, monthly,	I	Yates Co. Chronicle, weekly,	3,084
Wide-World Magazine, monthly,	G	Perry, Herald-News, weekly,	1,557
Woman's Home Missions, m'y,	E	Plattsburg, Press, } daily,	I
Woman's Work for Woman, m'y,	30,800	Sentinel, } weekly,	I
World Wide Missions (subscription 25c. a year), monthly,	B	Republican, weekly,	I
Book Lover, bi-monthly,	G	Port Henry, Essex Co. Republican, w'y,	5,069
Homeopathic Journal of Obstetrics, Gynecology and Paedology, bi-monthly,	I	Port Jefferson, Echo, weekly,	I
Methodist Review, bi-monthly,	H	Port Jervis, Evening Gazette, } daily,	H
Pocket Magazine, bi-monthly,	I	Gazette, } weekly,	I
Six Hopkins' Own Book, bi-m'thly,	24,285	New York Farmer, weekly,	H
Underwood's U.S. Treasury Counterfelt Reporter, bi-monthly,	H	Port Richmond—(See New York City, Borough of Richmond).	
American Bank Reporter, q'ly,	6,450	Potsdam, Courier and Freeman, w'kly,	3,782
American Newspaper Dir., q'ly,	2,422	Recorder, weekly,	I
Credit and Legal News, q'ly,	I	St. Lawrence Herald, weekly,	I
Echo, quarterly,	H	Poughkeepsie, Evening Star, daily,	I
Empire State, quarterly,	2,000	Sunday Courier, Sunday,	G
Globe-Review, quarterly,	I	Pulaski, Democrat, weekly,	I
Judge's Quarterly,	B	Farmer's Fruit Farmer, q'ly,	16,668
Lieber's Manual, quarterly,	F	Randolph, Register and Courant, w'kly,	1,325
Medico Legal Journal, quarterly,	I	Rennselaer, Rensselaer Co. Herald, w'y,	I
Notes on New Remedies, quart'ly,	7,000	Riverhead, News, weekly,	1,000
Pickings from Puck, quarterly,	G	Rochester,	
Shoppell's Modern Houses, quart'y,	G	Democrat and Chronicle, } daily,	30,364
Teachers' Assistant, quarterly,	8,512	Democrat and Chronicle, } Sun'y,	21,273
Temperance, quarterly,	G	Democrat and Chronicle, } w'kly,	11,250
Brooklyn,		Deutsche Zeitung, weekly,	I
Brooklyn Free Presse, } daily,	G	Evening Times, daily,	14,925
Brooklyn Free Presse, } Sunday,	G	Herald, } daily,	F
Citizen, daily,	F	Herald, } Sunday,	G
Eagle, } daily,	C	Herald, } weekly,	I
Eagle, } Sunday,	C	Post-Express, } daily,	I
Standard Union, daily,	C	Post-Express, } weekly,	I
Times, daily,	F	Union and Advertiser, daily,	E
Brooklyn Reform, weekly,	3,820	Catholic Journal, weekly,	I
Brooklyn Life, weekly,	H	Sunday Star, Sunday,	I
Brooklyn Weekly,	H	Lawyers' Rep'ts, Annotated, s-m'y,	F
Nordiske Blade, weekly,	H	Sideways, semi-monthly,	I
Nordisk Tidende, weekly,	H	Baptist Monthly,	H
Nordlyset, weekly,	I	Case and Comment, monthly,	31,666
American Hairdresser, monthly,	I	Casket, monthly,	G
Brooklyn Teacher, monthly,	G	Educational Gazette, monthly,	G
		Green's Fruit Grower, monthly,	G
		Vick's Family Magazine, monthly,	C
		Rockville Centre, South Side Observer,	I
		weekly,	I
		Rome, Sentinel, } daily,	3,186
		Sentinel, } semi-weekly,	5,017
		Citizen, semi-weekly,	I
		Harness Gazette, monthly,	4,007



Roscoe, Roscoe Rockland Review, w'y, 1,034	I	Charlotte, Presbyterian Standard, w'y, 1	I
Rushford, Spectator, weekly, 1	I	Star of Zion, weekly, 1	I
St. Regis Falls, Adirondack News, w'y, 1	I	Carolina Medical Journal, m'y, 2,000	I
Salamanca, Cattaraugus Republ'n, w'y, 2,500	I	Medical Journal, monthly, 1	H
Salem, Axiom, weekly, 1,500	I	Messenger of Hope, m'y, 1	I
Sandy Creek, News, weekly, 1,500	I	Clinton, Sampson Democrat, weekly, 1	I
Saratoga Springs, Saratoga, daily, 1	I	Concord, Times, weekly, 1	I
Schenectady, Evening Star, daily, 1	I	Payetteville, N. C. Baptist, weekly, 1	H
Gazette, daily, 7,506	I	Greensboro, N. C. Christian Advocate, w'y, 1	I
Union, {semi-weekly, 1	I	Patriot, weekly, 1	I
Seneca Falls, Seneca Co. Courier, w'y, 1	I	Greenville, King's Weekly, 1,328	I
Skaneateles, Free Press, semi-weekly, 1	I	Hickory, Democrat, weekly, 1	I
Sodus, Record, weekly, 1,423	I	Times-Mercury, weekly, 1	H
South Jamesport, Social Gospel, m'y, 1	I	Kitrell, Strawberry Specialist, m'y, 1	H
Springville, Journal and Herald, w'y, 1	I	Lagrange, Southern Medical Jour'l, m'y, 3,498	I
Stamford, Mirror, weekly, 1,500	I	Lexington, Davidson Dispatch, w'y, 1	I
Recorder, weekly, 1,064	I	Mars Hill, Skyland Baptist, monthly, 2,497	I
Stapleton—(See New York City, Borough of Richmond)	I	Moravian Falls, Yellow Jacket, w'y, 3,290	I
Syracuse, 1	I	Raleigh, News Observer, daily, 1	G
Evening Herald, {daily, 28,894	I	Biblical Recorder, weekly, 7,480	I
Herald, {Sunday, 27,432	I	Caucasian, weekly, 1	I
Evening Telegram, daily, 1	H	Christian Advocate, weekly, 1,178	I
Journal, daily, 11,509	I	Farmer and Mechanic, weekly, 1	H
Post Standard, {daily, 18,843	I	Progressive Farmer, weekly, 5,000	I
Post Standard, {Sunday, 18,643	I	Reidsville, Webster's Weekly, 1	I
Post Standard, {semi-weekly, 13,203	I	Roxboro, Courier, weekly, 1,003	I
Labor World, weekly, 1,700	I	Scotland Neck, Commonwealth, weekly, 1	I
Northern Christian Advocate, w'y, 1	G	Shelby, Cleveland Star, weekly, 2,100	I
American Poultry Advocate, m'y, 23,416	I	Sparta, Alleghany Star, weekly, 1	I
Good Health Clinic, monthly, 2,000	I	Wadesboro, Courier, weekly, 1,237	I
Keramic Studio, monthly, 1	I	Messenger, Intelligence, w'y, 1,528	I
School Bulletin, monthly, 18,500	I	Williamston, Gospel Messenger, m'y, 1	I
Sporting Goods Gazette, m'y, 1	H	Wilmington, Carolina Fruit and Truck Growers' Journal, s-m'y, 1	I
Troy, Press, {daily, 1	H	Wilson, Times, weekly, 1	I
Press, {weekly, 1	H	Wilson, Zion's Landmark, semi-m'y, 1	I
Record, daily, 10,374	I	Winston-Salem, Twin City Sentinel, d'y, 1	I
Times, {daily, 1	I	Union Republican, w'y, 1	H
Times, {semi-weekly, 1	G	NORTH DAKOTA, 1	I
Northern Budget, Sunday, 1	E	Agricultural College, Sanitary Home, m'y, 1	I
Observer, Sunday, 1	H	Devils Lake, Inter-Ocean, weekly, 1,749	I
Sunday News, Sunday, 1	I	Fargo, Forum & Daily Republican, {d'y 3,067	I
Carriage Dealers' Journal, m'y, 1	I	Forum & W'y Republican, {w'y 8,871	I
Trumansburg, Free Press and Sentinel, weekly, 1	H	Morn'g Call & Fargo D'y Argus, d'y, 1	I
Utica, Herald-Dispatch, {daily, 1	H	Fram, weekly, 1	I
Sunday Tribune, {Sunday, 1	H	North Dakota Workman, monthly, 1	I
Observer, {daily, 1	G	Record, monthly, 1	I
Observer, {weekly, 12,638	I	Grand Forks Herald, daily, 4,006	I
Press, {daily, 9,034	I	Normanden, weekly, 1	H
Press, {semi-weekly, 1	I	Hillsboro, Statistidende, weekly, 1,800	I
Saturday Globe, weekly 1	A	Lisbon, Searchlight, weekly, 1	I
Sunday Journal, Sunday, 1	H	Rotary, monthly, 2,255	I
Y Drych, weekly, 1	H	Mandan, Pioneer, weekly, 2,260	I
Valatie, Rough Notes, weekly, 1,297	I	Valley City, Times Record, weekly, 1,108	I
Walden, Citizen, weekly, 1	I	Wahpeton, North Dakota Globe, weekly, 1	I
Wal on, Chronicle-Times, weekly, 3,349	I	Richland Co. Gazette, w'y, 1,358	I
Reporter, weekly, 6,011	I	OHIO, 1	I
Warsaw, Western New Yorker, w'y, 2,531	I	Adelphi, Border News, weekly, 1,721	I
Warwick, Advertiser, weekly, 1,070	I	Akron, Beacon Journal, daily, 7,503	I
Watertown, Standard, {daily, 4,859	I	Democrat, daily, 4,811	I
Standard, {semi-weekly, 1	H	Union Label, weekly, 1	I
Times, {daily, 6,207	I	Pathfinder, monthly, 12,400	I
Reformer & Times, {s-w'y, 5,655	I	Alliance, Leader, {daily, 1	I
Herald, weekly, 1	I	Review, {daily, 1,961	I
Re-Union, weekly, 1	I	Review, {weekly, 4,158	I
Lodge Record, semi-m'y, 1	I	Schemer, monthly, 2,083	I
Waterville, Times & Hop Reporter, w'y, 1,135	I	Woman's Journal, monthly, 2,275	I
Waverly, Advocate, weekly, 2,675	I	Ashland, Gazette, weekly, 2,511	I
Westfield, Republican, weekly, 1,218	I	Times, weekly, 1	I
Whitehall, Chronicle, weekly, 1	I	Ashtabula, Beacon-Record, {daily, 1	I
Times, weekly, 2,039	I	Telegraph, {weekly, 1	I
White Plains, Argus, weekly, 1,008	I	American Sanomat, weekly, 7,537	I
Eastern State Jou'l, w'y, 1	I	Athens, Messenger and Herald, weekly, 1	I
Westchester Co. Reporter, weekly, 1	I	Baltimore, Twin City News, weekly, 1	I
Whitney Point, Reporter, weekly, 2,251	I	Barnesville, Enterprise, weekly, 1	I
Practical Poultryman, semi-monthly, 1	I	Republican, weekly, 1,938	I
Williamsville, Amherst Bee, weekly, 1	I	Batavia, Clermont Sun, weekly, 1	I
Worcester, Times, weekly, 1	I	Bellevue, Logan Co. Index, weekly, 1	I
Yonkers, Herald, daily, 1	H	Young People's Herald, monthly, 2,000	I
Statesman, daily, 1	H	Bellville, Messenger, weekly, 1	I
Home Journal and News, w'y, 1	I	Beverly, Dispatch, weekly, 1,285	I
NORTH CAROLINA, 1	I	Bluffton, News, weekly, 1	I
Ashboro, Courier, weekly, 1	I	Bowling Green, Wood Co. Tribune, w'y, 1	I
Randolph, Argus, weekly, 1,423	I	Wood Co. Sentinel, w'y, 1	H
Asheville, Citizen, daily, 1	I	Wood Co. Democrat, w'y, 3,249	I
Ayden, Free Will Baptist, weekly, 1	I	Wood Co. Free Press, weekly, 2,049	I
Charlotte, News, {daily, 3,085	I	Bryan, Democrat, weekly, 1	I
Times-Democrat, semi-w'y, 4,062	I	Press, weekly, 1	I
Observer, daily, 1	I	Bucyrus, Crawford Co. Forum, w'kly, 1	I
Mill News, weekly, 1,658	I	Crawford Co. News, weekly, 2,392	I
		Cadiz, Harrison News, weekly, 1,200	I
		Republican, weekly, 1	I
		Sentinel, weekly, 1	I
		Canal Dover, Tuscarawas Herald, w'y, 2,349	I

Canfield, Mahoning Dispatch, weekly,	1,000	Cleveland,			
Canton, News-Democrat, } daily,	2,997	Press, daily,		107,296	
Canton, Stark Co. Democrat, } semi-w'y,	I	Record, daily,		I	
Repository, } daily,	7,834	Recorder, daily,		E	
Repository, } Sunday,	8,378	Wächter und Anzeiger, } daily,		E	
Repository, } weekly,	4,181	Wächter und Anzeiger, } Sunday,		G	
Ohio Volks Zeitung, weekly,	I	Wächter und Anzeiger, } weekly,		I	
Cardington, Morrow Co. Independent,		World, } daily,		D	
		World, } Sunday,		H	
Carrollton, Republican-Standard, w'y,	1,423	American Sportman, weekly,		H	
Chardon, Geauga Republican, weekly,	I	Bakers' Journal, weekly,		5,433	
Chesterhill, Leader, weekly,	1,200	Catholic Universe, weekly,		11,913	
Chillicothe, Leader-Gazette, weekly,	I	Cuyahoga Co. News, weekly,		2,348	
News Advertiser, } daily,	1,500	Dennice ovoveku, weekly,		4,534	
Ross Co. Register, } weekly,	2,400	Der Christliche Botschafter, w'y,		H	
Cincinnati,		Der Sendbote, weekly,		I	
Anzeiger, } daily,	I	Evangelical Messenger, weekly,		I	
Anzeiger, } Sunday,	E	Illustrated Times weekly,		G	
Commercial Tribune, } daily,	I	Jewish Review and Observer, w'y,		H	
Commercial Tribune, } Sunday,	E	Kirchenzeitung, weekly,		H	
Commercial Gazette, } weekly,	F	Marine Record, weekly,		I	
Enquirer, } daily,	C	Marine Review, weekly,		2,466	
Enquirer, } Sunday,	C	Ohio Farmer, weekly,		92,428	
Enquirer, } weekly,	F	Ohio Merchant, weekly,		I	
Freie Presse, } morning,	H	Polonia W'Ameryce, weekly,		I	
Abend Presse, } evening,	E	Sun, weekly,		I	
Sonntagsblatt, } Sunday,	H	Szabadsag, weekly,		G	
Wochenblatt, } weekly,	I	Town Topics, weekly,		I	
Post, daily,	136,125	Union Gospel News (subscription			
Times Star, } daily,	146,525	50c. a year), weekly,		53,622	
Times, } weekly,	H	Voice, weekly,		I	
Volksblatt, } daily,	H	Engineer, semi monthly,		20,051	
Westliche Bletter, } Sunday,	G	Barbers' Journal, monthly,		G	
Volksblatt, } weekly,	I	Brotherhood of Locomotive En-			
Volksfreund, } daily,	I	gineers' Journal, monthly,		E	
Der Sonntagsmorgen, } Sunday,	G	Buckeye Trail, monthly,		4,320	
Volksfreund, } weekly,	G	Chautauquan, monthly,		D	
Zeitung, } daily,	I	Church Life, monthly,		I	
Zeitung, } Sunday,	I	Current Anecdotes, monthly,		9,665	
American Farm & Fireside, w'ly,	7,353	Evangelical S. S. Teacher, m'ly,		I	
American Grange Bulletin, w'y,	F	Evangelische Magazin, m'ly,		12,000	
American Israelite, weekly,	23,514	Foundry, monthly,		4,358	
Billboard, weekly,	F	International Journal, monthly,		2,216	
Brotherhood, weekly,	I	International Messenger, m'ly,		I	
Catholic Telegraph, weekly,	I	Journal of Medicine, monthly,		H	
Chic, weekly,	I	Medical Gazette, monthly,		I	
Christian Leader, weekly,	I	Modern Culture, monthly,		E	
Christian Standard, weekly,	36,372	Old Homestead, monthly,		G	
Cincinnati, weekly,	I	Railroad Trainmen's Journal, m'y,		C	
Der Christliche Apologete, w'y,	F	Railway Era, monthly,		H	
Herald and Presbyter, weekly,	E	Up-to-Date Distributor, monthly,		2,918	
Journal and Messenger, weekly,	F	Financial Review, bi-monthly,		I	
Lancet Clinic, weekly,	I	Columbus,			
Live Stock Review, weekly,	H	Citizen, daily,		H	
Lookout, weekly,	27,166	Der Westbote, } daily,		I	
Merchant and Manufacturer, w'y,	I	Der Westbote, } semi-weekly,		G	
Merchant Sentinel, weekly,	I	Evening Dispatch, } daily,		F	
Observer, weekly,	I	Dispatch, } Sunday,		I	
Southwest, weekly,	I	Dispatch, } weekly,		I	
Sportsmen's Review, weekly,	E	Express, } daily,		I	
Wahrheitsfreund, weekly,	F	Der Ohio Sonntagsgast, } Sunday,		I	
Western Christian Advocate, w'y,	F	Express, } weekly,		G	
Western Tobacco Journal, weekly,	I	Ohio State Journal, } daily,		F	
Furniture Worker, semi-monthly,	H	Ohio State Journal, } Sunday,		E	
Am. Building Ass'n News, m'thly,	G	Ohio State Journal, } weekly,		D	
American Girl, monthly,	5,900	Press-Post daily,		E	
American Musician monthly,	6,083	American Issue, weekly,		G	
American Protestant monthly,	1,971	Catholic Columbian, weekly,		G	
Eclectic Medical Gleaner m'y,	3,875	Corner Stone, weekly,		I	
Eclectic Medical Journal, m'y,	3,689	Ohio Pilot, weekly,		I	
Express Gazette, monthly,	G	Ohio Waisenfreund, weekly,		G	
Gas Engine, monthly,	3,000	Record, weekly,		I	
Harness World, monthly,	H	Dirt Mover, semi-monthly,		I	
Haus und Herd, monthly,	G	Advertising World, monthly,		20,147	
Home Courier (subscription 50c. a		American Insurance Jour'l, m'y,		9,304	
year), monthly,	133,333	Bundle of Sticks, monthly,		I	
Knight's Review, monthly,	H	City and Country, monthly,		H	
Missionary Intelligencer, m'thly,	G	Columbus Medical Journal, m'ly,		1,500	
Monitor, monthly,	H	Companion, monthly,		F	
National Humane Educator, m'y,	D	Knight, monthly,		F	
National Industrial Review, m'y,	H	Masonic Chronicle, monthly,		2,375	
Phonographic Magazine, m'thly,	9,500	Midland Methodist, monthly,		4,325	
Saxby's Traveler's Magazine, m'y,	7,500	Ohio Educational Monthly			
Spokesman, monthly,	7,500	Ohio Sunday School Worker, m'y,		F	
Starchroom, monthly,	4,219	Psychic Digest and Occult Review			
Circleville, Union Herald, weekly,	2,000	of Reviews, monthly,		G	
		Sales Agent, monthly,		1,492	
		Sample Case, monthly,		I	
Cleveland,		Coshocton, Age, semi-weekly,		I	
Leader, } morning,	C	Bulletin, weekly,		G	
News Herald, } evening,	C	Dayton,			
Leader } Sunday,	I	Evening Herald, daily,		7,688	
Leader, } tri-weekly,	G	Evening Press, daily,		G	
Leader, } weekly,	G	Journal, daily,		I	
Plain Dealer, } morning,	B	News, daily,		18,568	
Plain Dealer, } evening,	C	Christian World, weekly,		8,576	
Plain Dealer, } Sunday,	C	Herald of Gospel Liberty, w'ly,		4,238	
Plain Dealer, } weekly,	G				

Dayton,		Mount Gilead, Morrow Co. Sentinel, w'y,	I
Lutheran Evangelist, weekly,	G	Mount Vernon Banner, } daily, 1,200	
Montgomery Co. Reporter, weekly, 1,909		Democ. Banner, } s-w'y, 2,400	
Religious Telescope, weekly,	D	Knox Co. Republican-	
Watchword, weekly,	E	News, semi-weekly,	I
Young Catholic Messenger, semi-		Napoleon, Democratic Northwest, w'y, 2,400	
monthly,	30,291	Henry Co. Signal, weekly,	H
Choir Leader, monthly,		Newark, Advocate, } daily,	H
Ohio Poultry Journal, monthly,	H	Advocate, } weekly,	H
Our Bible Teacher, monthly,	G	American-Tribune, } daily,	I
Search Light, monthly,	8,000	American-Tribune, } weekly,	I
Woman's Evangel, monthly,	I	New Concord, Country Merchant, m'y,	G
Delphos, Kleblatt, weekly,	I	Money Maker, monthly,	F
Delta, Atlas, weekly,	I	New Philadelphia, Ohio Democrat and	
East Liverpool, Crisis, } daily,	H	Times, weekly,	I
Crisis, } weekly,	I	Tuscarawas Adv'ce, w'y,	I
East Palestine, Revell's Echo, weekly,	I	Norwalk, Business Enterprise, weekly, 2,200	
Eaton, Herald, weekly,	I	Earnest Worker, weekly,	1,148
Elyria, Lorain Co. Reporter, weekly,	I	Ohio Legal News, weekly,	I
Democrat, weekly,	I	Teachers' Program, monthly,	I
Republican, weekly,	H	Oakharbor, Ottawa Co. Exponent, w'y, 1,384	
Lakeside Magazine, monthly,	H	Press, weekly,	I
Findlay, Jeffersonian, weekly,	I	Oberlin, News, weekly,	I
Mourning Republican, } daily,	I	Tribune, weekly,	I
Republican, } s-w'y,	H	Plantation Missionary, bi-m'y, 2,400	
Fostoria, Bible Student, monthly,	2,500	Orrville, Crescent, weekly,	I
Franklin, Editor, monthly,	I	Ottawa, Putnam Co. Demokrat, weekly,	I
Gray Goose, monthly,	C	Putnam Co. Sentinel, weekly,	I
Fremont, News, daily,	I	Painesville, Republican, } daily, 1,088	
Gallipolis, Bulletin, weekly,	I	Republican & Lake	
Gallia Times, weekly,	1,700	Co. Advertiser, } w'y,	I
Geneva, Free Press, weekly,	1,343	Lake Co. Herald, weekly, 1,221	
Times, weekly,	I	Pioneer, Tri State Alliance, weekly,	I
Glenville, Times, weekly,	I	Piqua, Call, daily,	I
Greenville, Democrat, weekly,	I	Pomeroy, Leader, weekly,	8,198
Democratic Advocate, w'y,	I	Port Clinton, Ottawa Co. Republ'n, w'y,	I
Hamilton, Republican News, } daily,	H	Ottawa Co. Zeitung, w'y,	I
Telegraph, } weekly,	I	Portsmouth Times, daily,	I
Die Volks Stimme und		Ravenna, Republican, weekly,	I
National Zeitung, w'y,	1,100	Richwood, Gazette, weekly,	I
Hicksville, News, weekly,	I	Roseville, Review, weekly,	I
Hillsboro, Dispatch, weekly,	I	Saint Clairsville, Belmont Chron'le, w'y, 1,320	
News-Herald, weekly,	I	Saint Paris Reform Review, monthly,	H
Ironton, Irontonian, } daily,	I	Salem, News, } daily,	I
Irontonian, } semi-weekly,	I	Republican Era, } semi-weekly,	I
Register, weekly,	I	Sandusky, Journal and Local, } daily,	I
Republican, } daily,	I	Journal and Local, } weekly,	I
Republican, } weekly,	H	Register, } daily,	I
Jackson, Herald, semi-weekly,	I	Register, } weekly,	2,205
Standard-Journal, weekly,	I	Star, daily,	I
Jefferson, Ashabula Co. Sentinel, w'y,	I	Good Reading, monthly,	H
Temperance Tribune, semi-m'y	I	Sidney, News, } daily,	1,020
Johnstown, Independent, weekly,	I	Shelby Co. Democrat, } weekly, 2,445	
Kent, Courier, weekly,	1,721	Somerset, Rosary Magazine, monthly,	G
Kenton, News Republican,	I	Somerville, Journal, weekly,	I
Hardin Co. Republican, } w'y,	I	Springfield,	
Graphic News, weekly,	I	Democrat, daily,	I
Press, weekly,	I	Gazette, daily,	I
Lancaster, Eagle, } daily,	I	Morning Sun, daily,	5,219
Ohio Eagle, } weekly,	I	Press Republic, } daily,	7,525
Fairfield Co. Republican, w'y,	I	Republic, } weekly,	I
Lebanon, Western Star, weekly,	H	Journal and Adler, tri-weekly,	2,198
Lima, News, daily,	H	Lutheran World, weekly,	H
Republican Gazette,	I	New Era, weekly,	F
Allen Co. Republican Gazette,	I	News, weekly,	H
semi-weekly,	I	Ohio Rural Times, weekly,	H
Times-Democrat, } daily,	I	Farm and Fireside (subscription	
Times-Democrat, } semi-weekly,	I	50c. a year), semi monthly,	312,200
Advertiser, weekly,	I	Farm News (sub. 50c. a year), m'y,	100,000
Electro-Therapeutist, monthly,	H	Home and Flowers, monthly,	124,117
London, Madison Co. Democrat, w'y,	2,760	Pets and Animals, monthly,	14,894
Lorain, Times-Herald, daily,	I	Woman's Home Companion, m'y, 338,750	
Loudonville, Advocate, weekly,	I	Home Forest, quarterly,	1,000
Democrat, weekly,	1,500	Steubenville, Gazette, } daily,	1,000
McArthur, Democrat-Enquirer, weekly,	I	Gazette, } weekly,	1,000
McConnellsville, Herald, semi-weekly,	I	Herald-Star, } daily,	I
Morgan Co. Democrat,	I	Herald-Star, } weekly,	I
weekly,	I	Sugarcreek, Budget, weekly,	I
Mansfield, News, } daily,	H	Sunbury, Delaware Co. News-Item, w'y,	2,060
News, } weekly,	I	Sylvania, Sun, weekly,	2,000
Shield, } d'y,	I	Tiffin Advertiser, weekly,	I
Richland Shield & Banner, } w'y,	I	Tribune and Herald, } daily,	I
Marietta, Register, } daily,	I	Tribune, } weekly,	I
Register, } weekly,	I	Toledo, Bee, } daily,	F
Ohio Teacher, monthly,	3,058	Bee, Sunday,	F
Marion, Star, } daily,	I	Bee, } weekly,	H
Star, } weekly,	I	Blade, } daily,	21,702
Marysville, Tribune, weekly,	I	Blade, } weekly,	166,904
Union Co. Journal, weekly,	I	Express, } daily,	H
Massillon, Independent, weekly,	I	Express, } weekly,	H
Gleaner, weekly,	I	Times, } morning,	9,172
Medina, Medina Co. Gazette, weekly,	I	Times, evening,	E
Gleanings in Bee Culture,	I	Times, Sunday,	6,940
semi-monthly,	14,883	Ameryka, weekly,	G
Minerva, News-Kodak, weekly,	I	Critic, weekly,	I
Montpelier, Enterprise, weekly,	I	Sunday Courier-Journal,	I
		Am. Medical Compend, m'hly,	10,000

Toledo, Gunnels' Monthly,	H	Portland,	
Medical & Surg'l Reporter, m'y,	8,333	Pacific Drug Review, monthly,	1,275
National Union (subscription		Pacific Monthly,	3,250
50c. a year), monthly,	C	Senator, monthly,	I
Ohio Endeavorer, monthly,	5,333	Roseburg, Review, weekly,	1,940
Ohio Good Templar, monthly,	1,133	Salem, Journal, daily,	I
Woman's Medical Journal, m'y,	H	Journal, weekly,	I
Toronto, Tribune, weekly,	I	Oregon Statesman, daily,	I
Troy, Buckeye, weekly,	I	Oregon Statesman, weekly,	I
Upper Sandusky, Wyandot Chief, semi-		A. O. U. W. Reporter, monthly,	I
weekly,	I	Oregon Poultry Journal, m'y,	I
Urbana, Champaign Democrat, weekly,	I	Oregon Teachers' Monthly,	1,019
Utica, Herald, weekly,	1,018	PENNSYLVANIA,	
Wapakoneta, Anglaise Co. Dem., w'y,	I	Allegheny, Alleghenier and Pittsburgher	
Warren, Chronicle,	I	Sonntagsbote, weekly,	I
Western Reserve Chron'le, } d'y,	I	Christian Statesman, weekly,	I
Tribune, } daily,	I	Allentown, Chronicle & News, daily,	I
Tribune, } weekly,	I	City Item, daily,	I
Western Reserve Democrat, w'y,	I	Leader, daily,	4,544
Washington Court House, Ohio State		Welt Bote, weekly,	H
Register, weekly,	I	National Educator, m'y,	2,900
Wauseon, Republican, weekly,	I	Altoona, Evening Gazette, daily,	I
Waverly, News, weekly,	I	Mirror, daily,	6,794
Wellington, Enterprise & Observer, w'y,	I	Morning Tribune, daily,	I
West Liberty, Banner, weekly,	I	Ambler, Gazette, weekly,	I
West Union, Adams Co. New Era, w'y,	3,007	Apollo, News-Record, weekly,	I
Wilmington, Clinton Co. Dem., w'y,	1,466	Barren Hill, Suburban Advertiser, w'y,	I
Journal, weekly,	1,919	Beaver, Times, daily,	I
Woodsfield, Spirit of Democracy, w'y,	2,374	Beaver Falls, Review, weekly,	I
Wooster, Republican, weekly,	I	Beaver Springs, Herald, weekly,	I
Wayne Co. Democrat, w'y	I	Am. Business Journal,	
Wayne Co. Herald, weekly,	I	monthly,	E
Xenia, Gazette & Torchlight, daily,	I	Am. Monthly Herald,	E
Gazette & Torchlight, } semi-w'y,	I	Bedford Gazette, weekly,	I
Woman's Missionary, Mag'e, m'y,	G	Inquirer, weekly,	I
Youngstown, Telegram, daily,	I	Bellefonte, Center Democrat, weekly,	2,759
Victor, } daily,	G	Democratic Watchman, w'y,	I
Victor, } Sunday,	H	Keystone Gazette, weekly,	H
Victor, } weekly,	H	Belleville, Times, weekly,	I
Rundschau, weekly,	I	Bethlehem, Moravian, weekly,	I
Zanesville, Courier, daily,	I	Bloomsburg, Democratic Sentinel, w'y,	I
Courier, } weekly,	H	Blossburg, Advertiser, weekly,	I
Signal, } daily,	3,400	Bradford, Evening Herald, daily,	I
Signal, } weekly,	I	Bradford, Era, } daily,	I
Times Recorder, daily,	I	Era, } weekly,	I
OKLAHOMA,		Evening Star, daily,	I
Chandler, Publicist, weekly,	1,129	Brownsville, Monitor, weekly,	I
Enid, Eagle, weekly,	I	Burgettstown, Enterprise, weekly,	I
Guthrie, Leader, } daily,	4,484	Home Monthly,	I
Leader, } weekly,	6,205	Butler, Eagle, weekly,	I
Okl. State Capital, } d'y,	14,842	Canonsburg, Notes, weekly,	I
Okl. State Capital, } w'y,	17,251	Carbondale, Evening Leader, daily,	I
Oklahoma Farmer, weekly,	13,209	Carlisle, American Volunteer, weekly,	I
Oklahoma Guide, weekly,	I	Evening Sentinel, } daily,	I
Oklahoma Post, weekly,	I	Valley Sentinel, } weekly,	I
Oklahoma Workman, m'y,	3,625	Chambersburg, Franklin Repository, } daily,	I
Norman, Democrat-Topic, weekly,	I	Franklin Repository, } weekly,	H
Oklahoma, Oklahoma Pioneer, w'y,	18,258	Public Opinion, w'y,	I
Okl. School Herald, m'y,	I	Chambersburg, People's Register, w'y,	G
Perry, Western Florist, semi-monthly,	1,885	Chester, Morning Republican, daily,	I
Woodward, Live Stock Inspector, m'y,	G	Times, daily,	7,846
OREGON,		Delaware Co. Democrat, w'y,	I
Albany, Herald-Disseminator, w'y,	I	Clarion, Jacksonian, semi-weekly,	I
Astoria, Morning Astorian, } daily,	I	Democrat, weekly,	I
Astorian, } weekly,	I	Republican, weekly,	I
Lantern, weekly,	I	Clearfield, Republican, weekly,	3,000
Dallas, Polk Co. Itemizer, weekly,	1,036	Cleona, Preacher's Helper, monthly,	I
Oregon Woodman, monthly,	3,000	Pulpr, monthly,	H
Eugene, Guard, weekly,	I	Teachers' Aid, monthly,	I
Forestgrove, Times, weekly,	I	Cochran, Times, weekly,	1,000
Medford, Equiveler, weekly,	I	Collegeville, Independent, weekly,	I
Mount Angel, St. Joseph Blatt, w'y,	G	Columbia, News, daily,	3,425
Dr. A. R. M. Seelen		Spy, daily,	I
Freund, monthly,	G	Conneautville, Courier,	I
Oregon City, Courier-Herald, weekly,	1,809	Connellsville, Courier, weekly,	3,049
Pendleton, Tribune, weekly,	I	Couderport, Potter Co. Journal, w'y,	I
Northwest Live-Stock and		Potter Democrat, w'y,	I
Wool-Growers' Jou'l, m'y,	4,741	Potter Enterprise, w'y,	I
Portland,		Delta, Herald and Times, weekly,	I
Evening Telegram, daily,	16,364	Doylstown, Democrat, weekly,	I
Morning Oregonian, } daily,	C	Bucks Co. Intelligencer,	I
Morning Oregonian, } Sunday,	D	weekly,	I
Oregonian, } weekly,	I	Dubois, Courier, } daily,	I
Catholic Sentinel, weekly,	I	Courier, } weekly,	I
Nachrichten aus dem Nordwest-		Duncannon, Record, weekly,	I
en, weekly,	H	Dushore, Sullivan Review, weekly,	I
North Pacific Rural Spirit, w'y,	I	Easton, Free Press, daily,	I
Northwest Pacific Farmer, w'y,	I	Sunday Call, daily,	I
Pacific Baptist, weekly,	I	Journal of the American Chem-	
Pacific Christian Advocate, w'y,	2,550	ical Society, monthly,	2,000
Tradesman, bi-weekly,	I	Ebensburg, Mountaineer Herald, w'y,	1,238
Oregon Agriculturist, semi-m'y,	I	Edinboro, Educational Independent	
Columbia River and Oregon		(sub. 50c. a year), w'y,	85,077
Timberman, monthly,	1,500	Sunshine Magazine, m'thly,	14,459
Medical Sentinel, weekly,	H	Ephrata, Review, weekly,	I
Ore. Sunday School Tidings, m'y,	I		

Erie, Herald, weekly,	I	Meadville, Democrat & Messenger, w'kly,	I
Morning Dispatch, } morning,	I	Searchlight, monthly,	1,795
Evening News, } evening,	I	Mechanicsburg, Farmers' Friend, w'kly,	H
Erie Weekly Gazette, }	I	Media, Delaware Co. American, weekly,	I
Times, daily,	7,971	Ledger, weekly,	I
Echo, weekly,	H	Mercer, Dispatch and Republican, w'kly,	I
Sunday Messenger-Graphic, S'y,	I	Middleburg Post, weekly,	2,223
Everett, Press, weekly,	I	Middletown Journal, } daily,	1,192
Franklin, Evening News, } d'y,	1,345	Journal, } weekly,	2,486
Venango Citizen-Press, w'y,	I	Press, weekly,	I
Venango Spectator, weekly,	I	Milton Square, Der Familien Freund, w'ly,	I
Freeland, Slovenska Pravda, weekly,	I	Milton, Standard, tri-weekly,	I
Fricks, Poultry Item, monthly,	6,100	Record, weekly,	I
Galeton, Dispatch, weekly,	I	Montrose, Democrat, weekly,	H
Gettysburg, Compiler, weekly,	I	Independent Republican, w'ly,	H
Girard, Cosmopolite, weekly,	1,225	Mount Carmel, Evening Star, daily,	1,000
Greensburg, Press, } daily,	I	Mount Jewett, News, weekly,	I
Press, } weekly,	H	New Bloomfield, Perry Co. Times, w'ly,	I
Tribune, } daily,	I	New Castle Herald, } daily,	I
Tribune Herald, } weekly,	I	Herald, } weekly,	I
Greenville, Advance Argus, weekly,	1,170	Tribune, weekly,	I
News, weekly,	I	New Kensington, Keystone, weekly,	I
Young Lutheran, monthly,	22,000	Newport, News, weekly,	1,513
Grove City, Reporter, weekly,	1,850	Newtown, Enterprise, weekly,	2,384
Hanover, Record, weekly,	I	Norristown, Register, daily,	I
Harrisburg, } daily,	8,108	Oil City, Blitzard, daily,	I
Patriot, } weekly,	H	Derrick, } daily,	I
Star-Independent, daily,	9,475	Derrick, } semi-weekly,	I
Telegraph, daily,	I	Olyphant, Gazette, weekly,	H
Church Advocate, weekly,	I	Record, weekly,	2,800
Evangelical, weekly,	9,195	Oval, Ledger, weekly,	1,168
Evangelische Zeitschrift, weekly,	I	Oxford, Press, weekly,	H
Pennsylvania Methodist, weekly,	H	Blooded Stock, monthly,	19,714
Evangelical Bible Teacher, m'ly,	H	Parkesburg, Peacemaker, monthly,	I
Howard's American Magazine, m'y,	I	Perkasie, Central News, weekly,	I
Keystone League of Christian En-	I	Philadelphia,	I
deavor Journal, monthly,	I	Abend Post, daily,	I
Missionary Tidings, monthly,	I	Demokrat, } d'y,	D
School Gazette, monthly,	I	Die Neue Welt, } S'y,	D
Hatboro, Journal, weekly,	I	Vereinigte Staaten Zeitung, } w'y,	I
Public Spirit, weekly,	I	Evening Bulletin, daily,	124,855
Homestead, News Messenger, daily,	1,314	Evening Herald, daily,	H
Honesdale, Wayne Independent, s-w'y,	8,800	Evening Item, } daily,	H
Hughesville, Mail, weekly,	1,046	Item, } Sunday,	H
Huntington, News, semi-weekly,	I	Evening Telegraph, daily,	88,436
Globe, weekly,	I	Gazette (m'n'g and ev'g), } daily,	46,526
Junata Echo, monthly,	I	Gazette, } Sunday,	C
Indiana, Indiana Co. Gazette, weekly,	H	Inquirer, } daily,	169,392
Messenger, weekly,	I	Inquirer, } Sunday,	166,982
Jeannette, Dispatch, weekly,	I	News, } daily,	I
Johnstown, Democrat, daily,	4,445	News, } weekly,	I
Tribune, } daily,	H	North American, daily,	I
Tribune, } weekly,	I	Press, } daily,	C
Kennett Square, Kennett News and	I	Press, } weekly,	F
Advertiser, weekly,	I	Public Ledger, daily,	C
Kingston, Storms and Signs, monthly,	H	Record, } daily,	190,861
Kittanning, Record, weekly,	1,371	Record, } Sunday,	154,534
Free Press, weekly,	H	Tageblatt, } daily,	C
Kutztown, Journal, weekly,	I	Sonntagsblatt, } Sunday,	C
Laceyville, Bratistm Messenger, w'ly,	I	Times, } daily,	D
Lancaster, Examiner, } daily,	H	Times, } Sunday,	D
Examiner, } semi-weekly,	I	American Friend, weekly,	7,008
New Era, } daily,	H	Association News, weekly,	1,500
New Era, } semi-weekly,	I	Baptist Commonwealth, weekly,	G
Labor Leader, weekly,	I	Bee, Sunday,	I
Science, weekly,	I	British American, weekly,	I
Penn. School Journal, m'thly,	G	Catholic Standard and Times, w'ly,	H
Lebanon, Evening Report, } daily,	H	Christian Instructor, weekly,	G
Report, } semi-weekly,	I	Christian Recorder, weekly,	H
News, } daily,	I	Christian Standard, weekly,	G
News, } semi-weekly,	I	Church Standard, weekly,	G
Brotherhood Star, monthly,	I	City and State, weekly,	I
Lewisburg, Journal, weekly,	I	Down-Town News, weekly,	I
Saturday News, weekly,	H	Episcopal Recorder, weekly,	I
Lewiston, Democrat and Sentinel, w'ly,	I	First and Thirty-ninth Ward News,	I
Free Press, weekly,	1,380	weekly,	H
Gazette, weekly,	1,462	Forward (subscription 50c. a year),	H
Libonia, Park's Floral Magazine (sub-	A	weekly,	A
scription 50c. a year), monthly,	I	Friends' Intelligencer, weekly,	H
Littlestown, Adams Co. Ind., w'ly,	I	Germantown Independent-Ga-	I
Lykens, Register, weekly,	I	zette, weekly,	I
Standard, weekly,	1,980	Germantown Telegraph, weekly,	I
McDonald, Outlook, weekly,	1,100	Golden Days, weekly,	E
McKeesport, Herald, daily,	4,458	Grocery World, weekly,	F
News, daily,	5,320	Il Vesuvio, weekly,	I
Times, daily,	8,900	Jewish Exponent, weekly,	I
Svenska Veckobladet, w'ly,	I	Journal, weekly,	2,000
Light-House, monthly,	I	Keystone, weekly,	I
McKees Rocks, Gazette, weekly,	I	La Voce della Colonia, weekly,	H
Mahanoy City, Record, daily,	I	Lutheran, weekly,	4,600
Sauke, semi-weekly,	H	Lutheran Observer, weekly,	7,800
Mansfield, Advertiser, weekly,	1,650	Manayunk Sentinel, weekly,	1,143
Martinsburg, Herald, weekly,	I	Medical Journal, weekly,	F
Meadville, Gazette, weekly,	I	Merchants' Guide, weekly,	I
Republican, weekly,	I	Methodist, weekly,	H
Crawford Journal, weekly	I	Nord Amerika, weekly,	I
		Northeast News, weekly,	I

Philadelphia,		Philadelphia,	
North Philadelphia Tribune, w'y,	I	Whist Opinion, monthly,	I
Northwest News, weekly,	H	Annals of the Am. Acady of Political & Social Science, bi-m'thly,	H
Oakdale Weekly,	H	Christianity in Earnest, bi-m'thly,	E
People, weekly,	5,756	Forest Leaves, bi-monthly,	2,783
Practical Farmer, weekly,	C	A. M. E. Church Review, q'y,	I
Presbyterian, weekly,	F	Am. Catholic Quarterly Review, q'y,	H
Presbyterian Journal, weekly,	H	Internat'l Journal of Ethics, q'y,	I
Reformed Church Messenger, w'y,	G	Presbyt'n & Ref'd Review, q'y,	I
Rural Farmer, weekly,	C	Phoenixville, Republican, daily,	H
St. George Journal, weekly,	H	Pittsburg,	
Saturday Evening Post, weekly,	A	Beobachter, } daily,	H
Saturday Night, weekly,	I	Beobachter, } weekly,	I
Shoe and Leather Facts, weekly,	I	Chronicle Telegraph, } daily,	47,410
Sonnags Journal, Sunday,	I	Chronicle Telegraph, } weekly,	G
Sporting Life, weekly,	G	Dispatch, } daily,	C
Sunday Dispatch, Sunday,	F	Dispatch, } Sunday,	H
Sunday School Times, weekly,	A	Dispatch, } weekly,	I
Sunday Transcript, Sunday,	D	Freiberts Freund, daily,	H
Sunday World, Sunday,	I	Gazette, } daily,	C
Tobacco World, weekly,	I	Gazette, } weekly,	G
Tribune, weekly,	5,000	Leader, } daily,	29,572
United States Review, weekly,	1,340	Leader, } Sunday,	38,999
West Philadelphia Press, weekly,	I	Post, } daily,	61,232
Woman's Journal, weekly,	I	Post, } Sunday,	49,332
Young Folks' Catholic Weekly,	F	Post, } weekly,	G
Young People (subscription 50c. a year), weekly,	R	Press, } daily,	25,272
Implement Age, semi-monthly,	I	Press, } Sunday,	35,262
Alumni Register, monthly,	M	Times, daily,	54,715
American Carpet and Upholstery Journal, monthly,	H	Volksblatt, } daily,	H
Am. Church S. S. Magazine, m'y,	5,604	Volksblatt, } Sunday,	H
American Journal of the Medical Sciences, monthly,	I	American, weekly,	2,935
Am. Mechanics' Advocate, m'y,	I	American Manufacturer, weekly,	I
Assembly Herald (subscription 25c. a year), monthly,	C	Amerikansko Slovenske Noviny, weekly,	30,141
Augsburg S. S. Teacher, monthly,	F	Bullders' Gazette, weekly,	I
Baptist Superintendent, monthly,	5,777	Bulletin, weekly,	I
Baptist Teacher (sub. 50c. a year), m'y,	B	Catholic, weekly,	F
Book News, monthly,	G	Christian Advocate, weekly,	25,561
Camera, monthly,	H	Christian Union Herald, weekly,	E
Camp News, monthly,	H	Gazeta Pittsburgska, weekly,	I
Carpenter, monthly,	G	Index of Pittsburg Life, weekly,	I
Carriage Monthly,	I	Insurance World, weekly,	I
Colporteur, monthly,	D	Irish Pennsylvania, weekly,	I
Confectioners' Journal, monthly,	5,021	Jewish Criterion, weekly,	G
Cycle and Automobile Trade Journal, monthly,	10,000	Journal of Building, weekly,	H
Cyclopedia of Prac. Med., m'y,	15,267	Labor World, weekly,	9,430
Dental Brief, monthly,	I	Life, weekly,	I
Dental Cosmos, monthly,	G	Methodist Recorder, weekly,	I
Drugs, Oils and Paints, monthly,	I	National Glass Budget, weekly,	I
Etude, monthly,	46,250	National Labor Tribune, weekly,	H
Farm Journal (subscription 50c. a year), monthly,	467,525	Nat'l Stockman & Farmer, w'y,	E
Fashions, monthly,	G	New Welt, weekly,	1,400
Home Visitor, monthly,	E	Presbyterian Banner, weekly,	14,500
House and Home, monthly,	D	Trades Journal, weekly,	H
Household Journal, monthly,	##	United Presbyterian, weekly,	F
Insurance News, monthly,	##	Volksfreund, weekly,	I
Keystone, monthly,	E	Bible Teacher, monthly,	G
Knights of the Golden Eagle, m'y,	5,611	C. M. B. A. News, monthly,	H
Ladies' Home Journal, monthly,	A	Penn. Medical Journal, monthly,	4,000
Leisure Hours, monthly,	E	Petroleum Gazette, monthly,	1,750
Lippincott's Magazine, monthly,	D	Rarasek, monthly,	I
Lutheran Missionary Jour'l, m'y,	I	Banker, bi-monthly,	I
Medical Bull'n, monthly,	G	Pittstown, Evening Gazette, daily,	I
Medical Council, monthly,	E	Pottstown, N. wa, daily,	8,203
Medical Summary, monthly,	10,000	Advocate, weekly,	1,434
Medical Times & Register, m'y,	F	Pottsville, Evening Chronicle, daily,	H
Medical World, monthly,	26,547	Miners' Journal, daily,	H
Meehan's Monthly,	3,000	Republican, daily,	8,110
Musicalian, monthly,	F	Punxsutawney, Spirit, weekly,	I
National Baker, Monthly,	2,083	Quakertown, Free Press, weekly,	1,686
National Barber and Druggists' Gazette, monthly,	(!!)	Quarryville, Sun, weekly,	1,250
National Coopers' Journal, m'y,	I	Reading, Eagle, } daily,	F
New Ideas (subscription 50c. a year), monthly,	B	Eagle, } Sunday,	G
Odd-Fellows' Siftings, monthly,	4,144	Eagle, } weekly,	H
Pennsylvania Herald, monthly,	10,000	Herald, daily,	I
Præco Latinus, monthly,	I	Telegram, daily,	I
Recorder, monthly,	14,472	Times, daily,	I
Retrospect of Medicine and Pharmacy, monthly,	H	Adler, weekly,	F
Scattered Seeds, monthly,	I	Labor Advocate, weekly,	H
Shield of Honor Advocate, m'y,	8,638	Lutherisches Kirchenblatt, w'y,	I
Slate, monthly,	I	News, weekly,	I
Sun, monthly,	21,901	Reformed Church Record, w'y,	G
Table Talk, monthly,	G	Searchlight, weekly,	I
Trunk and Leather Goods and Umbrellas, monthly,	I	Christian Life, semi-monthly,	H
Varnish, monthly,	4,000	Allgemeine Saenger und Musik-Zeitung, monthly,	I
Westminster (subscription 50c. a year) monthly,	B	Bulletin, monthly,	1,000
		Der Sonntagsgast, monthly,	I
		Preacher's Assistant, monthly,	H
		Schwenkville, Item, weekly,	F
		Scranton, Republican, } daily,	H
		Republican, } Sunday,	G
		Republican, } weekly,	H
		Times, daily,	17,126
		Tribune, daily,	10,578

Scranton, Truth, daily,	G	Providence,	I
Every Saturday, weekly,	H	Manufacturing Jeweler, weekly,	I
Labor Herald weekly,	1,839	Pomona Herald, weekly,	I
Scrantonian, Sunday,	18,708	Real Estate Register, weekly,	2,609
Sunday Free Press, Sunday,	I	Board of Trade Journal, monthly,	I
Evangel, monthly,	I	Church Messenger, monthly,	I
Mines and Minerals, monthly,	8,267	Missionary Helper, monthly,	3,229
Railway Employees' Jour.,	I	Wakefield, Narragansett Times, w'y,	I
monthly,	I	Warren, Gazette, weekly,	I
Science and Industry, monthly,	C	Westerly, Sun, daily,	4,341
Sellersville, Herald, weekly,	1,904	Woonsocket, Evening Call, daily,	G
Shamokin, Dispatch, daily,	I	Evening Reporter, daily,	G
Herald, daily,	2,342	La Tribune, daily,	H
News, daily,	I	SOUTH CAROLINA,	I
Sharon, Herald, weekly,	I	Anderson, People's Advocate, weekly,	I
Shickshinny, Mountain Echo, weekly,	1,250	Bennettsville, Pee Dee Advocate, w'y,	1,069
Shippensburg, News, weekly,	1,000	Charleston, Evening Post, daily,	I
Skippack, Montgomery Transcript,	I	News and Courier, } daily,	H
weekly,	2,297	Sunday News, } Sunday,	H
Somerset, Standard, weekly,	I	Clinton, Our Monthly,	I
South Bethlehem, Star, daily,	I	Columbia, State, } daily,	5,001
Spartansburg, Sentinel, weekly,	I	State, } semi-weekly,	I
Seelton, Advocate and Verdict, w'y,	1,000	Way of Faith, weekly,	7,800
Stroudsburg, Monroe Democrat, w'y,	I	Due West, Associate Reformed Presby-	I
Sunbury, Daily,	I	terian, weekly,	I
American, weekly,	I	Gaffney, Ledger, semi-weekly,	1,806
Tamaqua, Recorder, semi-monthly,	I	Greenville, Mountaineer, semi-weekly,	I
Titusville, Morning Herald, } daily,	1,425	Baptist Courier, weekly,	I
Herald, } semi-w'y,	2,501	Cotton Plant, weekly,	I
Towanda, Review, daily,	1,050	Laurens, Laurens Co. News, weekly,	1,106
Bradford Argus, weekly,	I	Lexington, Dispatch, weekly,	I
Bradford Co. Repub'n, w'y,	2,250	Newberry, Herald and News, semi-w'kly,	I
Bradford Star, weekly,	I	Lutheran Visitor, weekly,	H
Reporter Journal, weekly,	3,666	Diocese, monthly,	I
Troy, Register, weekly,	I	Orangeburg, Southern Christian Ad-	G
Tyrone, Times, weekly,	I	vocate, monthly,	I
Uniontown, People's Tribune, weekly,	I	Seneca, Osceola News, weekly,	I
Warren, Evening Times, daily,	1,090	Spartansburg, Truth, weekly,	8,000
Washington, Reporter, daily,	4,270	Walhalla, Keowee Courier, weekly,	1,422
Waynesburg, Greene Co. Democ't, w'y,	I	Yorkville, Yeoman, weekly,	1,200
Independent, weekly,	I	SOUTH DAKOTA,	I
Wellsboro, Agitator, weekly,	I	Aberdeen, News, weekly,	I
Republican Advocate, w'y,	H	Dakota Ruralist, weekly,	H
Westchester, Local News, daily,	F	Dakota Farmer, semi-m'y,	21,351
Morning Republican, d'y,	7,291	Canton, Sioux Valley News, weekly,	I
Village Record, weekly,	H	Deadwood, Pioneer Times, } daily,	I
Westgrove, Success With Flowers, m'y,	C	Pioneer Times, } Sunday,	I
West Newton, Times, weekly,	I	Elkpoint, Union Co. Courier, weekly,	I
Wilkesbarre, Evening Leader, } daily,	I	Groton, Herald, weekly,	1,060
Leader, } s'd'y,	I	Mellette, Tribune, weekly,	I
Record, } d'y, 11,538	I	Mitchell, South Dakota Educator, m'y,	H
Record of the Times, } w'y, 4,069	I	Pierre, State Register, weekly,	2,609
Times, daily,	G	Rustler, monthly,	1,066
Bratsvø, weekly,	I	Sioux Falls, Argus Leader (morning	I
Demokratischer Wächter,	I	and evening), daily,	H
weekly,	I	Press, daily,	I
Luzerne Co. Democ't, w'y,	I	Fremad, weekly,	I
Telegram, monthly,	I	Sued Dakota Nachrichten, w'y,	I
Williamsport, Evening News, daily,	I	Syd Dakota Ekko, weekly,	F
Gazette & Bulletin, d'y,	I	Successful Farmer, semi-m'y,	F
Sun, } daily,	7,302	Christian Prohibitionist, m'y,	I
Sun, } tri-weekly,	H	Odd Fellow World, m'thly,	1,360
Pennsylvania Grit, s'y,	104,316	South Dakotan, m'thly,	8,758
Teachers' Advocate, m'y,	G	Watertown, Public opinion, weekly,	1,141
York, Weekly,	H	Yankton, Gazette, weekly,	1,437
Dispatch, } daily,	5,431	TENNESSEE,	I
Dispatch, } weekly,	I	Athens, Post, weekly,	I
Evening Press, daily,	I	Bristol, Courier, daily,	I
Gazette, } daily,	I	Brownsville, Tribune, weekly,	I
Gazette, } Sun'y,	I	Chattanooga,	I
Gazette, } semi-weekly,	H	News, daily,	H
Pennsylvanian, weekly,	H	Times, } daily,	G
Teachers' Journal, monthly,	I	Times, } Sunday,	G
Zellenople, Conquenessing Valley	I	Times, } weekly,	G
News, weekly,	I	Methodist Advocate-Journal, w'y,	I
PORTO RICO,	I	Tradesman, semi-monthly,	G
Caguas, La Democracia, daily,	H	So. Fruit and Truck Grower, m'thly,	I
San Juan, La Correspondencia, daily,	I	Tri State Farmer and Gardener, m'y,	F
News, daily,	I	Clarksville, Leaf-Chronicle, } daily,	I
RHODE ISLAND,	I	Leaf-Chronicle, } semi-w'kly,	I
Bristol, Phoenix, semi-weekly,	I	Times-Journal, weekly,	I
Newport, Herald, daily,	I	Cleveland, Herald, weekly,	I
News, daily,	3,799	Journal, weekly,	1,600
Mercury, weekly,	H	Columbia, Herald, weekly,	I
Pascoag, Herald, weekly,	I	Mary Democrat, weekly,	H
Pawtucket, Evening Times, daily,	F	Cookeville, Press, weekly,	I
Le Jean-Baptiste, tri-weekly,	H	Covington, Leader, weekly,	1,000
Phenix, Pawtuxet Valley Gleaner, w'y,	I	Fayetteville, Observer, weekly,	1,400
Providence,	I	Franklin, Review-Appeal, weekly,	I
Evening Bulletin, daily,	39,450	Williamson Co. News, w'kly,	1,816
Evening Telegram, } daily,	F	Gallatin, News, semi-weekly,	1,000
Telegram, } Sunday,	F	Harriman, Record, weekly,	I
Journal, } daily,	15,383	Jackson, Dispatch, weekly,	H
Journal, } Sunday,	16,917	Jonesboro, Herald and Tribune,	I
Manufacturers' & Farm-	I	Knoxville, Journal-Tribune, } daily,	8,382
ers' Journal, } semi-w'y,	1,100	Journal-Tribune, } weekly,	I
News, daily,	H	Sentinel, daily,	6,162



# THE American Newspaper Directory

---

ESTABLISHED 1869.

---

This work is the source of information on Newspaper Statistics in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, population, railroads, local industries, name and location of county, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class, Nationality, etc.

It gives the Frequency of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation—present, as well as for a series of years past, thus enabling an advertiser to determine the probable future.

It gives a separate list of all papers rated in the body of the book with a circulation of over one thousand.

It gives a separate list of all newspapers issued on Sunday with a circulation of over one thousand.

It gives a list of all Class Publications (Religious, Agricultural, Medical, Trade, in Foreign Languages, etc.), and a complete index to each class.

It gives a list of new newspapers established or reported during the year preceding.

It contains maps of each State, showing towns in which there are newspapers with more than 1,000 circulation.

It also contains other valuable tabulations and classifications.

**The price of the AMERICAN NEWSPAPER DIRECTORY is Five Dollars—net cash, all charges prepaid.**

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the *circulation* of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

**GEO. P. ROWELL & CO., Publishers,**

**10 Spruce Street, New York.**



Knoxville, Holston Christian Advocate, weekly,	3,819	Denison, Herald, weekly,	I
American Homes, monthly,	I	Denon, Denton Co. Record and Chronicle, weekly,	I
Business Magazine, m'thly,	3,041	Dublin, Progress, weekly,	1,471
Lebanon, Democrat, weekly,	1,446	El Paso, Herald, daily,	2,300
Times, weekly,	I	Fort Worth, Mail-Telegram, daily,	6,574
Lewisburg, Marshall Gazette, weekly,	I	Labor Journal weekly,	I
McKenzie, Herald, weekly,	1,973	Tarrant Co. Citizen, w'ly,	I
McMinville, New Era, weekly,	1,190	Texas Church Helper, w'ly,	I
Martin, Apostolic Primitive Methodist, weekly,	H	Galveston News, daily,	H
Memphis,		News, Sunday,	H
Commercial Appeal, daily,	24,619	News, semi-weekly,	H
Commercial Appeal, Sundays,	28,821	Tribune, daily,	H
Commercial Appeal, weekly,	I	Opera Glass, weekly,	I
Evening Scimitar, daily,	I	Gatesville, Star-Forum, weekly,	I
Catholic Journal, weekly,	I	Georgetown, People's Sentinel, w'ly,	1,400
Jewish Spectator, weekly,	9,695	Williamson Co. Sun, w'y,	1,460
Shelby Co. Democrat, weekly,	H	Greenville, Messenger, weekly,	I
Cotton Planters' Journal, s'm-mo.,	H	Hallettsville, Herald, weekly,	I
Medical Monthly,	I	Henderson, Rusk Co. News, weekly,	I
Murfreesboro, Home Journal, w'ly,	1,454	Hillsboro, Hill Co. Record, daily,	I
News-Banner, weekly,	1,535	Mirror, weekly,	2,611
Nashville,		Honeygrove, Texas Citizen, weekly,	I
American, daily,	G	Houston, Herald, daily,	H
American, Sunday,	F	Post, daily,	13,875
American, semi-weekly,	I	Post, semi-weekly,	27,599
Banner, daily,	16,367	Press, daily,	I
Banner, weekly,	I	Press, weekly,	I
Baptist and Reflector, weekly,	6,500	Deutsche Zeitung und Anzeiger, weekly,	H
Christian Advocate, weekly,	F	Texas Deutsche Zeit'g, w'ly,	I
Cumberland Presbyterian, w'ly,	15,690	Texas World, weekly,	I
Epworth Era, weekly,	10,923	Southern Industrial & Lumber Review, monthly,	I
Gospel Advocate, weekly,	G	Southwestern Medical Record, monthly,	I
Midland Methodist, weekly,	5,356	Italy, News-Herald, weekly,	1,368
Tennessee Pythian, weekly,	1,284	La Grange, Svoboda, weekly,	I
Zion's Outlook, weekly,	G	Lampasas, Leader, weekly,	1,000
Merchant & Manufacturer, s-m'y,	5,971	Lancaster, Herald, weekly,	1,400
Southern Lumberman, semi-m'y,	I	Laporte, Chronicle, weekly,	1,000
A. O. U. W. Messenger, monthly,	G	Mexia, Herald Echo, weekly,	I
Bible Study, monthly,	E	State Herald, weekly,	1,213
Confederate Veteran, monthly,	4,000	Myrtle Springs, Texas Fruit Grower, weekly,	1,803
Dixie Miller, monthly,	D	Nacogdoches, Plaindealer, weekly,	2,252
Illustrated Youth and Age, m'y,	E	New Braunfels, Neu-Braunfelser Zeitung, weekly,	I
Review of Missions, monthly,	E	Orange, Leader & Weekly Tribune, w'ly,	I
Southern Practitioner, monthly,	5,909	Paris, Farmers' Advocate, weekly,	I
Southwestern School Journal, m'y,	E	San Angelo, Press, weekly,	I
Sunday School Magazine, m'y,	I	Standard, weekly,	I
Paris, Post-Intelligencer, weekly,	I	San Antonio,	
Pulaaki, Citizen, weekly,	I	Express, daily,	H
Giles Co. Record, weekly,	I	Express, semi-weekly,	H
Smithville, Review, weekly,	I	Freie Presse Fuer Texas, weekly,	G
Union City, Obion Democrat, weekly,	I	Light, daily,	4,694
TEXAS,		Katholische Rundschau, weekly,	I
Abilene, West-Texas Sentinel, weekly,	H	Southern Messenger, weekly,	4,226
Amarillo, Live Stock Champion, w'ly,	I	Texas Stockman & Farmer, w'ly,	4,000
Austin, Evening News, daily,	I	Texas Freemason, monthly,	I
Statesman, daily,	I	Sherman, Democrat, weekly,	8,908
Statesman, semi-weekly,	I	Register, weekly,	I
Firm Foundation, weekly,	F	Courier, weekly,	I
Texas Posten, weekly,	3,451	Texas Baptist Visitor, weekly,	I
Texas State Democrat, weekly,	I	Taylor, Journal, weekly,	I
Texas Medical Journal, m'y,	1,238	Temple, Tribune, weekly,	1,100
Texas Medical News, monthly,	1,511	Terrell, Times-Star,	I
Texas School Journal, monthly,	I	Tyler, Baptist Sword & Shield, weekly,	I
Belleville, Wochenblatt, weekly,	I	Van Alstyne, Leader, weekly,	1,975
Belton, Bell Co. Democrat, weekly,	I	Victoria, Deutsche Zeitung Fuer Texas, weekly,	2,807
Journal Reporter, weekly,	I	Waco, Telephone, daily,	I
Brownwood, Banner Bulletin, weekly,	I	Times Herald, daily,	6,168
Pecan, Valley News, w'ly,	I	Youth's Southland, semi-m'y,	I
Clarksville, Times, weekly,	I	Cotton Ginner's Journal, monthly,	I
Cleburne, Enterprise, daily,	1,611	Searchlight, monthly,	I
Enterprise, weekly,	I	Texas Pythian Knight, monthly,	I
Colorado, West Texas Stockman, w'ly,	I	Waxahachie, Enterprise, weekly,	6,180
Coriscana, Light, semi-weekly,	I	Weatherford, Democrat, weekly,	I
Crut, weekly,	I	Whitewright, Sun, weekly,	I
Cuero, Star, weekly,	1,250	Whitney, Messenger, weekly,	1,250
Dallas, Morning News, daily,	G	UTAH,	
News, Sunday,	G	Logan, Journal, tri-weekly,	I
News, semi-weekly,	I	Ogden, Standard, daily,	H
Times-Herald, daily,	7,320	Standard, semi-weekly,	H
Baptist Standard, weekly,	26,494	Provo City, Utah Enquirer, semi-w'ly,	I
Christian Courier, weekly,	H	Salt Lake City,	
Democrat, weekly,	8,615	Deseret Evening News, daily,	4,301
Express, weekly,	I	Deseret News, semi-w'ly,	19,902
Farm and Ranch, weekly,	F	Salt Lake Herald, daily,	7,658
Southern Mercury, weekly,	G	Salt Lake Herald, semi-weekly,	5,428
Texas Baptist and Herald, w'ly,	G	Salt Lake Tribune, daily,	9,873
Texas Christian Advocate, w'ly,	G	Salt Lake Tribune, semi-weekly,	5,428
Texas Farmer, weekly,	F	Bikuben, weekly,	I
Texas Stock and Farm Jour., w'y,	E	Utah, Korrespondenten, weekly,	1,352
King's Messenger, monthly,	H	Juvenile Instructor, semi-monthly,	G
Lee's Texas Magazine, monthly,	H		
Southern Home, monthly,	G		
Southern Poultry Journal, m'y,	3,321		
Texas Trade Review and Industrial Record, monthly,	H		

<b>Salt Lake City,</b>		<b>Richmond,</b>	
Improvement Era, monthly,	F	Bible Reader, monthly,	E
Rocky Mountain Workman, m'thly,	I	Foreign Mission Journal, m'y,	24,193
Young Woman's Journal, m'thly,	3,429	Journal of Practice, monthly,	2,338
VERMONT.			
Barre, Evening Telegram, daily,	8,172	Progressive South, monthly,	I
Times, daily,	2,256	Southern Planter, monthly,	H
Barton, Orleans Co. Monitor, weekly,	2,275	Virginia Odd-Fellow, monthly,	1,412
Bellows Falls, Times, weekly,	2,588	Virginia School Journal, monthly,	I
Bennington, Banner, weekly,	I	Roanoke, Times, daily,	I
Bradford, Union Opinion, weekly,	I	Salem, Times-Register, weekly,	I
Brattleboro, Windham Co. Reformer,	I	Staunton, Augusta Co. Argus, weekly,	I
semi-weekly,	H	Spectator & Vindicator, w'y,	1,900
Vermont Phoenix, w'kly,	4,788	Suffolk, Herald, weekly,	I
Bristol, Herald, weekly,	1,008	Warrenton, Virginian, weekly,	I
News, weekly,	1,440	Warsaw, Northern Neck News, weekly,	I
Burlington, Free Press, } daily,	4,613	WASHINGTON.	
Free Press, } weekly,	G	Chehalis, Bee-Nugget, weekly,	I
International Monthly,	17,096	Colfax, Gazette, weekly,	1,599
Essex Junction, Essex Record, w'kly,	7,346	Goldendale, Klickitat Co. Agrie'l'st, w'y,	1,234
Vt. Farmers' Advocate,	I	New Kamliche, Curio Exchange, bi-m'y,	4,081
weekly,	3,906	New Whatcom, Revellie, weekly,	I
Ludlow, Vermont Tribune, weekly,	2,132	Blade, weekly,	I
Lyndon, Vermont Union, weekly,	I	North Yakima, N. W. Farm & Home, w'y,	I
Lyndonville, Journal, weekly,	2,319	Yakima Herald, weekly,	I
Middlebury, Register, weekly,	I	Orting, Pacific Templar, monthly,	I
Montpelier, Evening Argus, } daily,	2,650	Port Townsend, Morning Leader, } daily,	I
Argus and Patriot, } w'kly,	4,083	Leader,	I
Vermont Watchman, w'kly,	I	Seattle, Post Intelligencer, } daily,	G
Northfield News, weekly,	I	Post Intelligencer, } weekly,	H
Randolph, Herald and News, weekly,	4,006	Star, daily,	5,067
Rutland, Evening News, } daily,	2,082	Times, } daily,	23,553
Herald, } weekly,	4,371	Times, } weekly,	5,532
Herald, } weekly,	I	Ranch and Range, weekly,	6,894
St. Albans, Messenger, } daily,	1,763	Republican, weekly,	I
Messenger, } weekly,	H	Trade Register, weekly,	I
Vermont, monthly,	4,277	Union Record, weekly,	2,344
St. Johnsbury, Caledonian, weekly,	I	Der Lutherische Pioneer, bi-w'y,	I
Republican, weekly,	2,774	American Forester, monthly,	I
South Londonderry, Londonderry Sifter,	I	Forest Echoes, monthly,	I
Springfield, Reporter, weekly,	1,339	N. W. Journal of Education, m'y,	2,900
Vergennes, Enterprise & Vermonter, w'y,	2,219	Washington Odd Fellow, m'y,	3,771
Farm Enterprise, m'thly,	11,629	White's Sayings, monthly,	1,387
Wilmington, Deerfield Valley Times, w'y,	I	Sedro Woolley, Skagit Co Times, w'y,	I
Woodstock, Vermont Standard, w'kly,	I	Spokane, Chronicle, } daily,	I
VIRGINIA.			
Bedford City, Bedford Bulletin, w'y,	2,070	Chronicle, } weekly,	I
Blackstone, Southern Methodist Re-	I	Spokesman-Review, } daily,	10,505
corder, weekly,	H	Spokesman-Review, } s.-w'y,	17,967
Claremont, Herald, weekly,	1,116	Outburst, weekly,	I
Danville, Register Farrago, semi-w'y,	I	Washington Post, weekly,	H
Methodist, monthly,	3,000	Mining, monthly,	1,568
Dayton, Musical Million, monthly,	G	Western Home Journal, m'y,	11,621
Emporia, Virginian, weekly,	4,534	Tacoma, Evening News, daily,	7,930
Fortress Monroe, monthly,	81,375	Ledger, } daily,	3,332
Fredericksburg, Free Lance, tri-w'y,	1,162	Ledger, } weekly,	I
Hampton, Southern Workman, m'y,	H	Wacht am Sunde, weekly,	I
Harrisonburg, Free Press, weekly,	I	West Coast Trade, weekly,	I
Rockingham Reg'r, w'y,	1,530	Northwest Horticulturist, m'y,	H
Irvington, Virginia Citizen, w'y,	I	Pacific Poultryman, monthly,	G
Lexington, Gazette, weekly,	1,375	State, monthly,	I
Luray, Page Courier, weekly,	1,344	Waitsburg, Times, weekly,	1,470
Page News, weekly,	I	Walla Walla Statesman, weekly,	I
Lynchburg, News, } daily,	I	Union, } daily,	1,654
Manassas, Journal, weekly,	I	Union-Journal, } weekly,	1,629
Newport News, Press, } morning,	2,600	WEST VIRGINIA.	
Ev'g Telegram, } evening,	1,000	Buckhannon, Delta and Knight-Errent,	I
Norfolk, Landmark, } daily,	H	Methodist-Episcopal Times,	I
Landmark, } Sundays,	I	Charleston, Mail, daily,	I
Virginia Pilot, daily,	9,578	W. Virginia School Jour'l,	H
Journal of Commerce, weekly,	I	monthly,	I
Cornucopia, monthly,	H	Harrisville, Ritchie Gazette, weekly,	I
Overlook, Alexandria Co. Journal, w'y,	1,626	Huntington, Advertiser, daily,	I
Petersburg, Index-Appeal, } daily,	H	Baptist Banner, weekly,	I
Index-Appeal, } weekly,	I	Kingwood, Preston Co. Journal, w'y,	1,609
Pulaski City, News-Review, semi-w'y,	I	West Virginia Argus, w'y,	1,845
Richmond,	I	Martinsburg, Herald, weekly,	I
Dispatch, } daily,	F	Statesman, weekly,	I
Dispatch, } Sundays,	F	Morgantown, New Dominion, w'kly,	I
Dispatch, } weekly,	G	Parkersburg, Morning News, daily,	I
Times, } daily,	23,432	Sentinel, daily,	1,978
Times, } Sundays,	F	State Journal, } daily,	I
Times, } weekly,	6,581	State Journal, } weekly,	I
Central Presbyterian, weekly,	G	Pennaboro, News, weekly,	I
Christian Advocate, weekly,	H	Peter-burg, Grant Co. Press, weekly,	1,088
Planet, weekly,	H	Piedmont, Pythian Banner, monthly,	I
Reformer, weekly,	H	Romney, Hampshire Review, w'y,	1,766
Religious Herald, weekly,	H	Ron-e-verte, West Virginia News, w'y,	1,348
Southern Churchman, weekly,	I	Shepherdstown, Register, weekly,	I
Virginia Medical Semi-Monthly,	I	Sutton, Braxton Democrat, weekly,	I
Animal Life, monthly,	2,666	West Virginia Christian Advo-	I
		cate, weekly,	I
		Union, Monroe Watchman weekly,	1,576
		Wheeling, Intelligencer, daily,	H
		News, daily,	6,935
		Register, } daily,	H
		Register, } weekly,	I

Wheeling, Church Calendar of W. Virginia, monthly,	I	Milwaukee,	
Winfield, Putnam Republican, weekly,	I	Domacnost, weekly,	H
WISCONSIN.		Excelsior, weekly,	6,406
Appleton, Das Montags-Blatt, weekly,	H	Friedenker Des Pioneer, Sunday,	I
Gegenwart, weekly,	H	Gazeta Wisconsinaka, weekly,	1,963
Volkstugend, weekly,	H	Living Church, weekly,	H
Ashland News, daily,	1,450	Times, weekly,	H
Baraboo, News, weekly,	2,409	Our Young People, bi-weekly,	11,896
Sauk Co. Democrat, weekly,	1,300	American Home Magazine, m'y,	G
Beaverdam, Dodge Co. Farmer, m'y,	1,416	Am. School Board Journal, m'y,	H
Beloit, Free Press, daily,	1,200	Catholic Forester, monthly,	I
News, daily,	1,000	International Good Templar, m'y,	H
Brodhead, Independent, weekly,	1,248	Masonic Tidings, monthly,	I
Delavan, Republican, weekly,	1,777	Medical Journal, monthly,	3,091
Depere, Brown Co. Democrat, weekly,	I	Mind and Body, monthly,	I
De Volkstem, weekly,	I	Paine's Photographic Mag. m'y,	10,000
Onze Standaard, weekly,	I	People's Companion, monthly,	6,200
De Gids, monthly,	I	Pharmaceutical Review, monthly,	I
Dodgeville, Chronicle, weekly,	2,238	Pythian Age, monthly,	I
Durand, Entering Wedge, weekly,	I	Western Teacher, monthly,	10,850
Eau Claire, Free Press, daily,	I	Whist, monthly,	G
Elk River, Free Press, weekly,	I	Living Church Quarterly,	6,000
Leader, daily,	I	Mineral Point, Iowa Co. Democrat, w'y,	I
Der Herold, weekly,	H	Monroe, Journal-Gazette, weekly,	I
Reform, weekly,	G	Sentinel, weekly,	I
Edgerton, Wis. Tobacco Rep., weekly,	I	New London, Press, weekly,	I
Fennimore, Times, weekly,	1,463	Oconomowoc, Wis. Free Press, w'y,	I
Fort Atkinson, Hoard's Dairyman, w'y,	D	Oconto, Oconto Co. Reporter, weekly,	1,834
Jefferson Co. Union,	3,374	Oshkosh, Northwestern, daily,	5,109
Fountain City, Buffalo Co. Republi-		Times, daily,	1,800
kaner, weekly,	2,000	Lamp, monthly,	I
Grantsburg, Jour'l of Burnett Co., w'y,	1,100	Wis. Christ'n Advocate, m'y,	I
Greenbay, Gazette, daily,	I	Platteville, Grant Co. Witness, weekly,	I
Hamburg, Der Gefuegel-Zuechter, m'y,	H	Port Washington, Zeitung, weekly,	I
Janesville, Gazette, daily,	I	Racine, Slavie, semi-weekly,	H
Gazette, semi-weekly,	I	Wisconsin Agriculturist, w'y,	25,447
Wis. Druggists' Exchange,	I	Reedsburg, Free Press, weekly,	1,450
monthly,	I	Richland Center, Republican and Ob-	I
Jefferson, Jefferson Co. Journal, w'y,	I	server, weekly,	I
Kenosha, Evening News, daily,	1,066	Richland Rustic, weekly,	2,628
Kiel, National Zeitung, weekly,	1,399	Ripon, Commonwealth, weekly,	I
La Crosse, Belletristische Nordstern,		Sheboygan, Herald, weekly,	I
Blatter, weekly,	I	Sheboygan Co. News, w'y,	2,560
Morning Chronicle, daily,	I	Sturgeon Bay, Advocate, weekly,	I
Press, daily,	I	Door Co. Democ't, w'y,	I
Boycott's News Budget, w'y,	I	Viroqua, Vernon Co. Censor, weekly,	I
Patriot, weekly,	1,430	Watson, Weltbürger, weekly,	I
Vlastenec, weekly,	I	Waukesha, Dispatch, weekly,	I
Light, bi-monthly,	2,234	Freeman, weekly,	I
Lake Geneva, Herald, weekly,	I	Waupaca, Post, weekly,	2,311
Lancaster, Grant Co. Herald, weekly,	I	Record, weekly,	I
Teller, weekly,	I	Camp Cleghorn Assembly	3,730
Madison,		Herald, quarterly,	1,122
Wisconsin State Journal, w'y,	I	Wausau, Pilot, weekly,	I
Amerika, weekly,	H	West Bend, Democrat, weekly,	I
Northwestern Mail, weekly,	I	West Superior, Evening Telegram, d'y,	H
Wisconsin Botchafter, weekly,	I	Superior Leader, d'y,	H
Wisconsin Farmer, weekly,	18,480	Superior Leader, S'y,	I
Am. Thresherman (subscription		Clarion-Citizen, weekly,	I
\$50. a year), monthly,	B	Inland Ocean, weekly,	I
Information monthly,	H	Whitewater, Register, weekly,	I
Municipality, monthly,	G	BRITISH COLUMBIA, CAN.	I
Wis. Journal of Education, m'thly,	I	Fort Steele, Prospector, weekly,	I
Marshfield, News, weekly,	I	Vancouver, News Advertiser, daily,	I
Mayville, Dodge Co. Pioneer, weekly,	I	Province, daily,	6,164
Menomonie, Dunn Co. News, weekly,	I	World, daily,	H
Merrill, Advocate, weekly,	I	World, semi-weekly,	H
News, weekly,	I	Victoria, Colonist, daily,	I
Wisconsin, Thalbote, weekly,	I	Colonist, semi-weekly,	I
Milwaukee,		Times, daily,	I
Evening Wisconsin, daily,	20,534	British Columbia Mining Record,	I
Wisconsin, weekly,	C	monthly,	I
Germania-Abend-Post, daily,	B	MANITOBA, CAN.	I
Germania, weekly,	B	Brandon, Western Sun, weekly,	I
Herold, daily,	15,162	Neepawa, Press, weekly,	I
Herold, Sunday,	13,436	Register, weekly,	I
Herold, weekly,	G	Portage La Prairie, News & Review, m'y,	I
Journal, daily,	25,640	A. O. U. W. Western,	I
Journal, weekly,	H	Watchman, m'y,	4,208
Kuryer Polski, daily,	5,014	St. Boniface, Le Manitoba, weekly,	I
Kuryer Polski, weekly,	4,783	Winnipeg, Man. Free Press,	I
News, daily,	F	Ev'g News Bulletin, ev'n'g,	F
Reporter, daily,	1,000	Man. Free Press,	I
Sentinel, daily,	D	Man. Free Press,	I
Sentinel, Sunday,	D	Man. Free Press,	I
Sentinel & Wis. Farm J'nal, w'y,	D	Telegram, weekly,	4,974
Der Seebote, semi-weekly,	H	Tribune, daily,	I
Acker und Gartenbau Zeitung, w'y,	C	Tribune, weekly,	I
Amerikanische Turnzeitung, S'nday,	H	Commercial, weekly,	I
Catholic Citizen, weekly,	15,116	Der Nordwesten, weekly,	6,139
Columbia, weekly,	6,892	Voice, weekly,	1,806
Der Germania Reporter, weekly,	H	Nor' West Farmer, semi m'y,	10,245
Der Haus und Bauern Freund, w'y,	H	NEW BRUNSWICK, CAN.	I
Die Wahrheit, weekly,	I	Chatham, World, weekly,	I
Vorwärts, Sunday,	I	Fredericton, Religious Intelligencer, w'y,	I
		Moncton, Times, weekly,	I
		Transcript, weekly,	I
		St. John, Globe, daily,	I

St. John, Sun, } daily,	H	London, Farmers' Advocate and Home	
Sun, } semi-weekly,	H	Magazine, semi-monthly,	F
Telegraph, } daily,	H	Markdale, Standard, weekly,	I
Telegraph, } semi-weekly,	H	Markham, Economist, weekly,	I
Messenger and Visitor, weekly,	H	Milton, Canadian Champion, weekly,	1,102
Progress, weekly,	H	Napanee, Beaver, weekly,	3,004
Educational Review, monthly,	I	Express, weekly,	I
St. Stephen, St. Croix Courier, weekly,	2,155	Newmarket, Era, weekly,	1,804
Sussex, Record, weekly,	1,340	Orangeville, Dufferin Post, weekly,	I
Maritime Farmer, semi-m'y,	5,704	Orillia, News Letter, weekly,	I
Woodcock, Dispatch, weekly,	1,600	Packet, weekly,	2,100
Press, weekly,	1,415	Times, weekly,	2,386
NORTHWEST TERRITORIES. CAN.		Canadian Workman (subscription 50c. a year), monthly,	C
Calgary, Herald, weekly,	I	Oshawa, Ontario, Reformer, weekly,	I
Regina, Leader, weekly,	1,420	Vindicator, weekly,	I
NOVA SCOTIA, CAN.		Ottawa, Citizen (morn'g & evening), d'y,	G
Berwick, Register, weekly,	I	Evening Journal, } daily,	8,811
Halifax, Acadian Recorder, dally,	I	Ottawa Valley Jour'n, } s-w'y,	5,185
Herald, } morning,	G	Free Press, } daily,	H
Evening Mail, } evening,	H	Free Press, } semi-weekly,	I
Presbyterian Witness, weekly,	H	Le Temps, daily,	H
Weekyan, weekly,	H	Owen Sound, Times, weekly,	I
Kentville, Advertiser, weekly,	I	Canadian Co operator, m'y,	I
Western Chronicle, weekly,	I	Pembroke, Observer, weekly,	I
New Glasgow, Eastern Chronicle, w'y,	I	Peterborough, Examiner, weekly,	I
Enterprise, weekly,	I	Times, weekly,	I
North Sydney, Herald, weekly,	I	Petrolia, Advertiser, weekly,	I
Pictou, Advocate, weekly,	I	Topic, weekly,	I
Truro, News, weekly,	H	Pickering, News, weekly,	I
Times-Guardian, tri-weekly,	I	Pictou, Times, weekly,	1,972
Colchester Sun, weekly,	I	Renfrew, Mercury, weekly,	1,149
Weymouth Bridge, L'Evangeline, w'y,	2,000	St. Mary's, Argus, weekly,	I
Windsor, Hanis Journal, weekly,	I	Journal, weekly,	I
Tribune, weekly,	I	St. Thomas, Evening Journal, } daily,	H
Wolfville, Acadian Orchardist, w'y,	I	Southern Counties J'l, } w'y,	I
Yarmouth, Herald, weekly,	I	Times, } daily,	I
Light, weekly,	2,307	Times, } weekly,	I
ONTARIO, CAN.		Municipal World, monthly,	I
Alexandria, Glengarrian, weekly,	I	Sarnia, Observer, weekly,	I
Almonte, Gazette, weekly,	H	Lambton Co. Post, weekly,	I
Amherstburg, Echo, weekly,	I	Seaforth, Huron Expositor, weekly,	H
Arnprior, Chronicle, weekly,	I	Simcoe, Reformer, weekly,	1,598
Aylmer, Express, weekly,	I	Stratford, Evening Herald, } daily,	1,236
Barrie, Northern Advance, weekly,	I	Herald, } weekly,	8,453
Belleville, Intelligencer, weekly,	I		
Chronicle, weekly,	I	Toronto,	
Berlin, Journal, weekly,	1,759	Evening News, daily,	41,573
Bowmanville, Canadian Statesman, w'y,	I	Evening Telegram, daily,	25,144
West Durham News, w'y,	I	Globe (morn'g and even'g), } daily,	47,120
Brampton, Peel Banner, weekly,	I	Globe and Canada Farmer, w'y,	E
Brantford, Expositor, } daily,	I	Mail & Empire (m'g & ev'g), } daily,	41,181
Expositor, } weekly,	H	Mail & Empire, } w'y,	17,521
Canadian Bee Journal, m'y,	I	Star, daily,	F
Brockville, Times & E. Ontario Dairy-	I	World, } daily,	C
man, semi-weekly,	I	World, } Sunday,	G
Carleton Place, Central Canadian, w'y,	I	Canadian Baptist, weekly,	5,883
Herald, weekly,	I	Canadian Churchman, weekly,	H
Chatham, Banner-News, } daily,	I	Canadian Grocer, weekly,	H
Banner-News, } weekly,	I	Canadian H'dw's & Metal M'ch't, w'y,	H
Planet, weekly,	I	Catholic Register, weekly,	I
Clinton, New Era, weekly,	I	Christian Guardian, weekly,	22,910
Colborne, Express, weekly,	1,038	Farming World, weekly,	G
Collingwood, Bulletin, weekly,	I	Monetary Times, weekly,	G
Cornwall, Freeholder, weekly,	I	North-Ende, weekly,	F
Standard, weekly,	I	Once a Week, weekly,	G
Dundas, Star & Wentworth News Rec'd, w'y,	I	Presbyterian Review, weekly,	H
True Banner, weekly,	I	Saturday Night, weekly,	17,025
Durham, Chronicle, weekly,	I	Sentinel, weekly,	G
Forest, Free Press, weekly,	1,525	Sun, weekly,	15,436
Standard, weekly,	I	Truth, weekly,	G
Grimsby, Canadian Horticulturist, m'y,	5,800	Westminster, weekly,	I
Guelph, Herald, weekly,	I	Church Record bi-weekly,	I
Mercury & Advertiser, } daily,	4,911	Canadian Manufacturer semi-mo.,	H
Mercury & Advertiser, } w'y,	7,411	Canadian Military Gazette, s'm-mo.,	H
Hamilton, Herald, daily,	I	Entrance, semi-monthly,	I
Spectator, } daily,	8,453	Algoma Missionary News, m'y,	8,100
Spectator, } semi-weekly,	I	Bookseller and Stationer, m'y,	H
Times, } daily,	H	Business, monthly,	I
Times, } semi-weekly,	I	Camp Fire, monthly,	H
Canadian Royal Templar, m'y,	F	Canada Lancet, monthly,	I
Harriston, Tribune, semi-weekly,	I	Canada Lumberman, monthly,	I
Kincardine, Reporter, weekly,	I	Canadian Architect & Builder, m'y,	I
Review, weekly,	I	Can. Bookseller & Library J'nl, m'y,	I
Kingston, British Whig, } daily,	2,795	Canadian Druggist, monthly,	I
British Whig, } weekly,	5,823	Canadian Electrical News, monthly,	I
News, daily,	I	Canadian Engineer, monthly,	4,253
Canadian Freeman, weekly,	I	Canadian Epworth Era, monthly,	5,884
Leamington, Post, weekly,	I	Canadian Implement Trade, m'y,	5,041
Lindsay, Canadian Post, weekly,	I	Kan. Jour. of Med. & Surgery, m'y,	4,792
Watchman-Warder, weekly,	I	Canadian Magazine, monthly,	D
London, Advertiser, } daily,	8,688	Canadian Poultry Review, m'y,	I
Western Advertiser, } weekly,	E	Canadian Practitioner, monthly,	I
Free Press, } daily,	G	Dry Goods Review, monthly,	I
Free Press, } weekly,	H	Forester, monthly,	171,417
News, daily,	G	Fred Barry's Journal, monthly,	H
Catholic Record, weekly,	G	Freemason, monthly,	I
Echo, weekly,	H	Independent Odd-Fellow, monthly,	I

Toronto,		Quebec Chronicle,	} daily,	I
Industrial Canada, monthly,	1,792	Evening Chronicle, } daily,	I	
Ladies' Journal, monthly,	23,536	Le Soleil, daily,	I	
Methodist Magazine, monthly,	2,875	L'Evenement, daily,	G	
Missionary Outlook, monthly,	G	Mercury, daily,	I	
Money and Risks, monthly,	I	Telegraph, daily,	5,083	
Pastime & Can. Wheelman, m'y,	H	Diocesan Gazette, monthly,	1,649	
Printer and Publisher, monthly,	H	L'Seignement Primaire, m'y,	G	
Railway & Shipping World, m'y,	1,000	Richmond, Guardian, weekly,	I	
Sunday School Banner, monthly,	16,471	Times and Co. Record, w'y,	I	
Toronto Junction, Leader & Recorder, w'y, H		Rock Island, Stanstead Journal, w'y,	I	
Tweed, News, weekly,	I	St. Hyacinthe, Le Courrier, weekly,	I	
Weiland, Tribune, weekly,	H	La Tribune, weekly,	I	
Whitby, Ontario Co. Gazette, semi-w'y,	I	St. Johns, News, weekly,	H	
Chronicle, weekly,	I	Sherbrooke, Record, daily,	3,033	
Windsor Evening Record, } daily,	I	Examiner, weekly,	I	
Record, } weekly,	H	Gazette, weekly,	I	
Woodstock, Sentinel-Review, } daily,	2,888	Valleyfield, Le Progres, weekly,	1,20	
Sentinel-Review, } w'kly,	4,217	NEWFOUNDLAND,		
Times, weekly,	H	St. Johns, Evening Herald, daily,	I	
PRINCE EDWARD ISLAND, CAN.	I	Evening Telegram, daily,	I	
Charlottetown, Guardian, weekly,	1,300	Cienfuegos, La Republica, daily,	3,754	
Patriot, } daily,	2,375	Havana, Diario de la Marina, daily,	G	
Patriot, } weekly,	H	El Nuevo Pais, daily,	I	
Summerside, Island Farmer, weekly,	G	La Lucha, daily,	F	
Journal, weekly,	H			
Pioneer, weekly,	G			
P. E. I. Agriculturist, w'y,	G			
Tignish, L'Impartial, weekly,	I			
QUEBEC, CAN.				
Cookshire, Compton Co. Chronicle, w'y,	I			
Granby, Leader, weekly,	I			
Hull, Le Spectateur, weekly,	I			
Joliette, L'Etoile du Nord, weekly,	2,517			
Levis, Le Quotidien, daily,	H			
Montreal,				
Gazette, } daily,	9,197			
Gazette, } weekly,	I			
Herald, } daily,	18,781			
Herald, } weekly,	H			
La Patrie, } daily,	27,409			
Le Cultivateur, } weekly,	D			
La Presse, } daily,	68,532			
La Presse, } weekly,	88,717			
Star, daily,	57,128			
Family Herald & Weekly Star, } weekly,	118,832			
Witne-s, } daily,	F			
Witness, } weekly,	E			
Canadian Jour. of Commerce, w'y,	H			
La Revue Medicale Du Canada, w'y,	1,735			
Le Monde Illustre, weekly,	H			
Le Prix Courant, weekly,	2,559			
Le Samedi, weekly,	15,195			
Northern Messenger, weekly,	H			
Sunday Sun, Sunday,	H			
Trade Review, weekly,	H			
True Witness, weekly,	I			
Illustrated Journal of Agriculture, semi-monthly,	H			
Le Jour, D'Agriculture, semi-m'y,	D			
Endeavor Banner, monthly,	I			
L'Ami du Lecteur, monthly,	H			
La Revue Canadienne, monthly,	I			
Le Propagateur, monthly,	I			
L'Union Medical du Canada, m'y,	I			
Pharmaceutical Journal, m'y,	2,000			
Philatelist, monthly,	1,900			
Real Estate Record, monthly,	2,000			
Revue du Tiers-Ordre, monthly,	H			
Rod and Gun in Canada, monthly,	5,000			
Tissues et Nouveautés, monthly,	1,866			

### FOR BEGINNERS.

Don't engage in the mail order business unless you intend to devote the proper amount of time and thought to it. In order to succeed you will have to always be ready to fill orders at any time in order that your customers may not be disappointed. Then there are the numberless little details of advertising, ordering stock, answering inquiries, etc., all of which take time and work. The mail order business is no place for drones, and those who go into it thinking it an "easy snap" where they have only to do a little advertising, and take money easily had better stick to their present job. In no business is prompt, honest activity in filling orders and attending to general details more important than in the mail order business.—*White's Sayings.*

### FAMILIARITY—CONTEMPT.

Bargain days should not crowd each other too closely. A rapid succession decreases the amount of force and often leads the buyer into thinking that the whole thing is a bluff. A bargain day once a month would prove more beneficial, from a financial standpoint, than a bargain day once a week; possibly twice a month would not be too often to have special sales.—*Ad Sense.*

Your own will come to you, if you hold the thought firmly—and hustle!—*The Philistine.*

## The Washington Evening Star

will introduce an advertiser to more homes and reach more of the best class of customers in WASHINGTON than all the other papers published in the city added together.

**M. LEE STARKE, Representative,**

Tribune Building, NEW YORK.

Boyce Building, CHICAGO.

---

---

# WH THE CLEVELAND

holds its subscri  
and increase it

---

---

In renewing his annual subscription to  
office address Meadville, Pa., writes under

**"THE DAILY WORLD has been  
times its cost every year since ha  
of its market reports. I always k  
and live stock are worth whe I**

**THE DAILY WORLD** goes to 140  
is subscribed and paid for, and is mad

---

---



For twelve years, or since its establish  
represented by the S. C. Beckwith S  
Chicago. The founder of THE WORLD

# WHY

---

# THE DAILY WORLD

subscription list  
 sent it every year

---

TO THE WORLD Mr. T. C. Calvin, post-  
 master date of January 8, 1902:

"It has been worth to me more than ten  
 cents have been taking it on account  
 that I know what my farm produce  
 is worth. I want to sell them."

to 1400 postoffices every week-day. It  
 is read by every member of the family.

---

Establishment, THE WORLD has been  
 with Special Agency, New York and  
 THE WORLD is still its owner and publisher.







### AN IDEAL SALESMAN.

By using a typewritten letter so that each will see that he has been considered worthy of a careful reply, the returns will be increased. When Uncle Sam solicits he asks but a small fee for each call he makes. He isn't delayed by sickness, he never makes mistakes in quoting terms, and he always does exactly as you say about extending credits. He is always at your beck and call. He never strikes you for a raise, if he happens to place two or three big orders for you. He plugs away at it just as long as you wish. Stops and starts when you say the word, and never "soldiers" on you, and doesn't ask you to sign a contract. He's the ideal salesman, for he pays his own way.—*Ad of Multigraph Letter Company, Chicago.*

### ART AS AN INVESTMENT.

Advertising art as well as the art of advertising is advancing with rapid strides. Keen competition in most all the channels of trade is responsible. The period "when most any old thing in the way of advertising matter will do" is hopelessly past. Sharp eyes, alert brains, deft hands with pen, pencil, paint and press are being employed by the advertisers of to-day who are looking toward their advertising matter as an investment and finding it as such.—*Booklet from the Atelier Press, Cleveland, O.*

### Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

#### WANTS.

**MORE** than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**I** AM an experienced advertising man, both in newspaper and commercial work, and would like to hear from some concern desiring a hustling, capable man with ability to produce results. Address **"ENERGY,"** care Printers' Ink.

**A** GOOD, live, experienced man would take charge of advertising or circulation on growing daily. Size of town, paper or salary not so much an object as reliability and future to grow with same. Address **"Q. K.,"** P. O. Box 1592, Philadelphia, Pa.

**THE FINANCIAL INQUIRER** is a very valuable publication for investors. It pays a year's subscription, with all the benefits of a commercial agency. Agents wanted on a commission everywhere. Correspondence invited. 55 Liberty St., New York.

**A** DVERTISING man wants position with manufacturing concern. Can prepare paying publicity, manage economically, energetically, clean record, character, knows mediums, rates, printing. Now with prominent agency. Address **"ELDEN,"** care Printers' Ink.

**WANTED**—As private secretary and assistant to the head of a New York publishing house, a young man not over 25 years of age, having had some experience in literary work and with some knowledge of the printing and publishing business. Address in own handwriting and giving experience in detail, **"F. M. L.,"** P. O. Box 1983, New York.

**WANTED**—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE P. ROWELL & CO.,** 10 Spruce St., New York.

### FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free. **SHAW-WALKER,** Muskegon, Mich.

#### COIN CARDS.

**KING COIN MAILERS,** Beverly, Mass. Samples free. \$1.60 per M in large lots.

#### ADDRESSING MACHINES.

**MYERS BROS.,** Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

#### PAPER.

**I**F you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **BASSETT & SUTPHIN,** 45 Beekman St., New York City.

#### TO LET.

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to **GEO. P. ROWELL & CO.,** owners, on the premises.

#### PRESS CLIPPINGS.

**UNITED STATES PRESS CLIPPING BUREAU,** 153 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

#### MISCELLANEOUS.

**E**LECTRIC LETTERS Ready for connection. **BAKFI,** the Sign Man, Philadelphia.

#### ELECTROTYPES AND STEREOTYPES.

**E**LECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 311, North Third St., St. Louis, Mo.

#### ADVERTISING NOVELTIES.

**F**OR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### NEWSPAPER BROKER.

**MAKE** your wants known—to know them is to supply them. Original methods of **A. H. SMITH,** Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

#### CARBON PAPER.

**W**ILL exchange Carbon Paper for advertising. **WHITFIELD CARBON PAPER WORKS.**

**T**YPEWRITING Carbon Paper in perforated books of 25 sheets delivered in your office for 75 cents. **WHITFIELD CARBON PAPER WORKS,** Red Bank, N. J.

#### PRINTERS' MATERIAL.

**M**ODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNER, FENDLER & CO.,** N. Y. City.

#### PREMIUMS.

**THE COOKING CLUB,** Goshen, Ind., is a winner for publishers offering clubbing rates to gain new subs or collect delinquencies. Only culinary magazine published practical for families of moderate means. Subscription solicitors will find our proposition interesting.

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. F. MYERS CO.,** 45-50-52 Maiden Lane, N. Y.

## SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

## ORIGINAL DESIGNS.

ADWRITERS, illustrate your ads. Original designs double value of advertising space. Original sketches submitted free. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

## LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

## ELECTROTYPES.

WE give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. RAJSBECK ELECTROTYPE CO., 24-26 Vandewater St., N. Y.

## MAILING MACHINES.

THE MYERS MAILER; weighs one pound; price, \$10; P. O. Box 449, Philadelphia.

REV. ALEX. DICK MATCHLESS MAILER, the lightest on the market, only \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

## HALFTONES.

75¢. Newspaper half tones mounted. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

GOOD copper half-tones, s. c., 80c. Something new. MAIL CUT CO., 112-114 N. 9th St., Phila.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

## FOR SALE.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one who can do the business. Address PRINTERS' INK, 10 Spruce St., New York.

## ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ILLUSTRATION—Use a half-tone every week. The cost is small compared with the result. STANDARD ENGRAVING CO., New York.

DO your own illustrating at about 1c. per cut. Outfit, including casting box, \$10. Write for particulars. EXCELSIOR CO., Montrose, Ia.

## EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## BOOKS.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the Cutest a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—Curtis Case.

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

## ADVERTISING MEDIA.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 7,500.

MANUFACTURERS' JOURNAL; sample copy 10 cents. 350 Montague St., Brooklyn, N. Y.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

MODERN MEXICO, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

CIRCULATION 100,000 copies unconditionally proven. Rate 40c. a line. UP TO DATE FARMING AND GARDENING, Indianapolis, Ind.

THE SCHOOL EMBLEM, New Egypt, New Jersey, is one of the best educational mediums. Five thousand circulation. Your 5-line ad only 20 cents.

THE peerless advertising medium. UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000; 40c. a line. Send for copy of "Results."

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

SEND 10c. for 6 months subscription to AD TOPICS, a new journal for advertisers. It is a money saver for Mail Order People. AD TOPICS, Russellville, Ala.

UP TO DATE FARMING AND GARDENING, Indianapolis, Ind., has the largest circulation of any agricultural paper west of Ohio, and we furnish the proof.

4 PER CENT of sales is what it cost a manufacturer of agricultural implements to advertise in UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000 proven; 40c. a line.

THE ADHESIVE. Best Philatelic Monthly. With three 30 word notices, 30c. a year. BOX 72, Rocky Hill, Conn.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

**THE PULASKI (N. Y.) DEMOCRAT**, est'd 1850; Republican; published every Wednesday morning; eight pages, seven columns to the page; length of columns, 22 inches; subscription \$1.50. Inquiries for rates promptly honored. **BYRON G. SEAMANS**, editor and publisher.

**AFFIDAVIT**—**I. E. P. Boyle**, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. **E. P. BOYLE**, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. **B. E. TRACY**, Notary Public in and for Harris County, Tex.

**THE COOKING CLUB**, Goshen, Ind., is the only culinary publication practical for use of families with limited incomes. Reaches the consumer. Edited by every-day cooks for every-day cooks. New recipe book every month. New design, illuminated cover every month. Lasting medium, because every issue is kept for reference. Circulation exceeds 25,000; rate, 10 cents a line. Popular price, 50 cents a year.

# PRINTERS.

If you are not satisfied, try us. We do all kinds of book and newspaper printing, promptly and satisfactorily. **UNION PTG. CO.**, 15 Vandewater St., N. Y.

**1,000 NOTEHEADS**, statements or type-writer letter-heads neatly printed, \$1.50; 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. **R. MCGREGOR**, Princeton, Ky.

**BETTER PRINTING** for the same money, or as good printing for less money. Send sample of what's wanted. If I don't give better prices than you ever received, don't order—that's all. **F. WILLCOX**, Printer, Hamburg, New Jersey.

**A SMALL SPACE WELL USED.** How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things. We make them stand out of the crowd too.

**PRINTERS' INK PRESS,**  
10 Spruce St., New York.

# ADVERTISEMENT CONSTRUCTORS.

**C. E. MONTANYE**, writer of good business publicity. Box 571, North Adams, Mass.

**A** N ad of mine saves nine.  
**C. B. PERKINS**, 33 Globe Bldg., Boston.

**EDWIN S. KARNS**, writer and promoter of profitable advertising, A 571 E. 43d St., Chicago.

**WHAT** merchant wants new copy for ads every week for \$5 a year, cash with order! **F. W. DECKER**, Box 255, Atlantic City, N. J.

**PRINTERS' INK** has said a lot of nice things lately about some of my work. You can have samples of some of the things that have been mentioned. **BENJAMIN SHERBOW**, Advertiser, 2152 N. 30th St., Philadelphia.

**A D CONSTRUCTORS** will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

**A DWRITERS** and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

**THE** difference in the reception accorded to, and the results obtained from, "Good Enclosures" as compared with poor is sufficiently great to offset the difference in first cost. If you want results use good enclosures. If you want good enclosures let us know your proposition. We will send samples of our work.

**L. H. SLAWSON & CO.**,  
Advertising men.  
We write, plan, prepare and place.  
7 East 43d St., New York City.

**HAVE** you now under consideration the issuing of any new bit of advertising matter? Such, for instance, as a little CATALOGUE, "BOOK, LET" or FOLDER or perhaps a new circular to replace some former one that you perfectly well know was not "up to date." If I have happened to diagnose your case correctly, why not write me concerning whatever it happens to be, and if you have anything that you would like bettered, why not slip a copy of it into your letter to me!

**FRANCIS I. MAULE**,  
No. 5,  
405 Sanson Street, Philada.

**THE** special issue for February 5, press day Wednesday, Jan. 30, 1902, goes to thirty-two thousand retail shoe merchants in this country, for the purpose to secure a large number of them as regular readers of the Little Schoolmaster in the Art of Advertising. Thirty-two thousand bright retailers will have a chance to read your classified ads in **PRINTERS' INK** in addition to the regular readers, and there will be no extra charge made in the price—twenty-five cents per line. It is deemed of service to you in quoting these facts here so that you may not possibly overlook the opportunity. If you are an advertiser, ad designer, printer of price tickets, engraver of letter-heads and stationery, lithographer, manufacturer of novelties, this issue is full of business possibilities which you cannot obtain in any other periodical. Classified ads in **PRINTERS' INK** retain their business-bringing quality often for years after they have first appeared. Send orders and copy early to **PRINTERS' INK**, 10 Spruce Street, New York.

At This Office, 10 Spruce Street, N. Y.

# GEO. P. ROWELL & CO. ADVERTISING BUREAU

keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because someone has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 22, 1902.

THE special issue for February 5, press day Wednesday, Jan. 29, 1902, goes to thirty-two thousand boot and shoe dealers in this country, for the purpose to secure a large number of them as regular readers of the *Little Schoolmaster* in the art of advertising. Thirty-two thousand bright retailers will have a chance to read your classified ads in *PRINTERS' INK* in addition to the regular readers, and there will be no extra charge made in the price—twenty-five cents per line. It is deemed of service to you in quoting these facts here so that you may not possibly overlook the opportunity. If you are an advertiser, ad designer, printer of price tickets, engraver of letter heads and stationery, lithographer, manufacturer of novelties, this issue is full of business possibilities which you cannot obtain in any other periodical. Classified ads in *PRINTERS' INK* retain their business-bringing quality often for years after they have first appeared.

Send orders and copy early, to *PRINTERS' INK*, 10 Spruce street, New York.

THE selection of Whitelaw Reid was the very best that could have been made.

MR. G. J. PALMER, business manager of the *Houston (Tex.) Post*, was recently presented with two chests of solid silver plate, comprising a tea, a coffee and a berry set, by the No-Tsu-Oh Association, of his city. The Association—which uses “Houston” reversed as its name—had charge of the carnival lately held in that city, and the presentation was made both as a recognition of Mr. Palmer's services as secretary and of the favors extended by the *Post*. Thanks were also tendered to all other *Houston* papers.

“GREAT reduction sale! Prices knocked higher than Gilderoy's kite!” is the rather contradictory statement in the window of a Third avenue novelty store.

At a meeting of the stockholders of the *Pittsburg Press*, held last week, Mr. C. J. Billson, the New York representative of that paper, was elected a director of the company.

THE New York *Herald* believes that if the imaginative persons who write advertisements for works of fiction could write books as well, our literature would be immensely improved.

MR. RICHARD P. KENT, who was for the past six years with Geo. P. Rowell & Company, advertising agents, succeeded Mr. W. J. Carleton, of the New York office of the Chicago Newspaper Union, 10 Spruce street.

Do not go into advertising as you would start a campaign of speculation. Do not begin unless you feel absolutely sure that you have enough capital to see you through at least one full season without returns, and unless you have the courage to go through such a season.

LOWER-CASE letters should be used in display lines in preference to capital letters, for the reason that they are easier read.

THE New York *Journal* prints across the head of its first page the statement: "The circulation of the Sunday *Journal* is greater than the combined circulation of the *World*, *Tribune*, *Press* and *Times*." A queer thing about it is that no one knows or can find out how many copies are printed of the *Press*, *Tribune*, *World* or *Journal*.

It may be difficult to see how a five-cent article can allow sufficient margin for advertising, but in view of the triumph of *Cremo*, *Sweet Violets* and *Geo. W. Child's Cigars*, *Ripans Tabules*, *De Long Hook and Eyes*, *Unedda Biscuits* and a host of other low-priced goods, there need be no fear on that score. Indeed, it would seem that such are the greatest among advertisers.

MANY people who claim they do not read advertisements are, nevertheless, unconsciously swayed by them. They may not be aware of the fact, but day after day they pick up the paper, and without reading it they may recognize the advertisement of some well known and persistent disciple of publicity—*Rogers, Peet & Company*, for example. The form of that ad, the whole get-up, the type, etc., has become so familiar to most readers that that concern impresses them without their knowledge of the fact.

THE Columbus (O.) *Dispatch*, in its issue of January 6, devotes large space to an advertisement announcing that the daily average issue of the *Dispatch* during the months of October, November and December, 1901, was 23,472 copies, and declares that it is the largest circulation in the history of any daily paper in the city of Columbus. Information received from many sources indicates that the *Columbus Dispatch* is a paper of peculiar excellence and that its circulation is all that its proprietors claim for it.

THE thirty-fourth annual report of the Water Commissioners, of Middletown, N. Y., is considerably more interesting and comprehensive than the average of such books, and might serve as a model to other water commissioners.

THE fact that a magazine has cut pages must be a considerable factor in accelerating its sales. The old-fashioned uncut book or magazine has little reason for existence in these days of improved machinery, and is rapidly being abandoned. There is no sentiment about the uncut magazine, whatever there may be about uncut books, and the unloveliness of a copy of the *Atlantic* or *Century* beside the even, easily turned pages of *Munsey's* or the *Cosmopolitan* must weigh heavily in favor of the latter.

A DESCRIPTIVE catalogue of Deering harvesting machinery, sent out from the Chicago office of the Deering Company, contains good descriptive matter concerning the harvesters and binders turned out by the company, and is also full of interesting general matter concerning new crops. One of the latter is macaroni wheat, a hard cereal that has hitherto been grown only in the Volga River district of Russia, but which the United States Agricultural Department finds can be raised successfully in the semi-arid lands of the West.

THE arrangements for the Convention of Advertisers, at Delmonico's, beginning Wednesday, January 29, at 10 a. m., are completed, and the attendance of many advertisers from all sections of the country is assured. Reduced railroad rates have been granted to those attending the convention. At the banquet on Wednesday night, at Delmonico's, publishers and advertisers will respond to toasts. Mr. T. E. Crossman, 1829 Park Row Building, New York, has charge of banquet tickets, which are ten dollars each. Any gentleman interested may attend the banquet, and special arrangements as to seats will be made upon request.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. SEARS, 50-52 LUDGATE HILL, E.C.

NEW YORK, JAN. 22, 1902.

THE special issue for February 5, press day Wednesday, Jan. 29, 1902, goes to thirty-two thousand boot and shoe dealers in this country, for the purpose to secure a large number of them as regular readers of the Little Schoolmaster in the art of advertising. Thirty-two thousand bright retailers will have a chance to read your classified ads in PRINTERS' INK in addition to the regular readers, and there will be no extra charge made in the price—twenty-five cents per line. It is deemed of service to you in quoting these facts here so that you may not possibly overlook the opportunity. If you are an advertiser, ad designer, printer of price tickets, engraver of letter heads and stationery, lithographer, manufacturer of novelties, this issue is full of business possibilities which you cannot obtain in any other periodical. Classified ads in PRINTERS' INK retain their business-bringing quality often for years after they have first appeared.

Send orders and copy early, to PRINTERS' INK, 10 Spruce street, New York.

THE selection of Whitelaw Reid was the very best that could have been made.

MR. G. J. PALMER, business manager of the Houston (Tex.) *Post*, was recently presented with two chests of solid silver plate, comprising a tea, a coffee and a berry set, by the No-Tsu-Oh Association, of his city. The Association—which uses "Houston" reversed as its name—had charge of the carnival lately held in that city, and the presentation was made both as a recognition of Mr. Palmer's services as secretary and of the favors extended by the *Post*. Thanks were also tendered to all other Houston papers.

"GREAT reduction sale! Prices knocked higher than Gilderoy's kite!" is the rather contradictory statement in the window of a Third avenue novelty store.

At a meeting of the stockholders of the Pittsburgh *Press*, held last week, Mr. C. J. Billson, the New York representative of that paper, was elected a director of the company.

THE New York *Herald* believes that if the imaginative persons who write advertisements for works of fiction could write books as well, our literature would be immensely improved.

MR. RICHARD P. KENT, who was for the past six years with Geo. P. Rowell & Company, advertising agents, succeeded Mr. W. J. Carleton, of the New York office of the Chicago Newspaper Union, 10 Spruce street.

Do not go into advertising as you would start a campaign of speculation. Do not begin unless you feel absolutely sure that you have enough capital to see you through at least one full season without returns, and unless you have the courage to go through such a season.



LOWER-CASE letters should be used in display lines in preference to capital letters, for the reason that they are easier read.

THE New York *Journal* prints across the head of its first page the statement: "The circulation of the *Sunday Journal* is greater than the combined circulation of the *World*, *Tribune*, *Press* and *Times*." A queer thing about it is that no one knows or can find out how many copies are printed of the *Press*, *Tribune*, *World* or *Journal*.

It may be difficult to see how a five-cent article can allow sufficient margin for advertising, but in view of the triumph of Cremo, Sweet Violets and Geo. W. Child's Cigars, Ripans Tabules, De Long Hook and Eyes, Uneeda Biscuits and a host of other low-priced goods, there need be no fear on that score. Indeed, it would seem that such are the greatest among advertisers.

MANY people who claim they do not read advertisements are, nevertheless, unconsciously swayed by them. They may not be aware of the fact, but day after day they pick up the paper, and without reading it they may recognize the advertisement of some well known and persistent disciple of publicity—Rogers, Peet & Company, for example. The form of that ad, the whole get-up, the type, etc., has become so familiar to most readers that that concern impresses them without their knowledge of the fact.

THE Columbus (O.) *Dispatch*, in its issue of January 6, devotes large space to an advertisement announcing that the daily average issue of the *Dispatch* during the months of October, November and December, 1901, was 23,472 copies, and declares that it is the largest circulation in the history of any daily paper in the city of Columbus. Information received from many sources indicates that the Columbus *Dispatch* is a paper of peculiar excellence and that its circulation is all that its proprietors claim for it.

THE thirty-fourth annual report of the Water Commissioners, of Middletown, N. Y., is considerably more interesting and comprehensive than the average of such books, and might serve as a model to other water commissioners.

THE fact that a magazine has cut pages must be a considerable factor in accelerating its sales. The old-fashioned uncut book or magazine has little reason for existence in these days of improved machinery, and is rapidly being abandoned. There is no sentiment about the uncut magazine, whatever there may be about uncut books, and the unloveliness of a copy of the *Atlantic* or *Century* beside the even, easily turned pages of *Munsey's* or the *Cosmopolitan* must weigh heavily in favor of the latter.

A DESCRIPTIVE catalogue of Deering harvesting machinery, sent out from the Chicago office of the Deering Company, contains good descriptive matter concerning the harvesters and binders turned out by the company, and is also full of interesting general matter concerning new crops. One of the latter is macaroni wheat, a hard cereal that has hitherto been grown only in the Volga River district of Russia, but which the United States Agricultural Department finds can be raised successfully in the semi-arid lands of the West.

THE arrangements for the Convention of Advertisers, at Delmonico's, beginning Wednesday, January 29, at 10 a. m., are completed, and the attendance of many advertisers from all sections of the country is assured. Reduced railroad rates have been granted to those attending the convention. At the banquet on Wednesday night, at Delmonico's, publishers and advertisers will respond to toasts. Mr. T. E. Crossman, 1829 Park Row Building, New York, has charge of banquet tickets, which are ten dollars each. Any gentleman interested may attend the banquet, and special arrangements as to seats will be made upon request.

ACCORDING to the *Sun*, the aeronaut has become of sufficient moment to have a publication devoted to his affairs. *Flying* is its name, and it is published as a quarterly magazine in England. It deals with aerial navigation in all phases and is the most substantial recognition which that form of endeavor has yet received. The recent success of M. Santos-Dumont has had much to do with its establishment, and the first number contains a portrait of Prof. Langley, of the Smithsonian Institution. It would seem as though the new periodical ought to be a good advertising medium for gas companies.

THE *Brown Book*, of Boston, seems to get its share of good ideas. Just now it is organizing a *Brown Book* tour of Europe, to occupy thirty-five days and cost those of its subscribers who join \$275 each. It is certain that such an offer will attract a reasonably large number of thoughtful persons and result in much prestige for the comparatively young publication. There is no doubt that the same scheme could be used by large stores or even by national advertisers, modifying it to include points that can be reached at less cost. A Sapolio tour to Niagara Falls may sound somewhat startling, but it is not entirely impracticable.

THE January number of the *Sapolio Times* is called the "red letter edition," and contains practically all of the news of Spotless Town. Among other things one learns that the health department of the famous municipality has taken up Hand Sapolio, that the topographical society is working on a new map of the town and its environs, and that the oldest inhabitant is to deliver a lecture upon "Substitution—the Universal Sin." The reportorial staff of the paper is so successful in scouring the town for news that the editor has made a new rule concerning contributions: "If our friends who favor us with articles wish to have rejected manuscripts returned, they must in all cases keep them at home."

THE character of every newspaper is written all over it, plain for every reader of discrimination and judgment to determine.

THE wisest advertiser is the most patient and philosophic one. He has discounted results before starting. He neither expects returns too soon nor too large, but having mapped out his campaign, does not vary his course until he has given his advertising every chance.

ALMOST any printed information pertaining to a line of trade will eventually be used in its advertising, if only as a suggestion. It is well to clip all stray matter that concerns your especial line and file it away for future use. When the business is one upon which much useful matter is constantly being published, as shoes, foods, clothing and the like, the service of a clipping bureau will furnish many columns of material for advertising literature. The Sunday edition of the New York *Sun* is notable for curious information about well-known and out-of-the-way commodities, as are the English magazines. The history and curious lore of all commodities are being used to good advantage in many lines of publicity.

PROFESSOR ARLO BATES has a decent admiration for the literary quality of the average business man's letters. "Letter writing," he says, "is held to be a lost art in these days, the intercommunication of ideas being now accomplished by methods less laborious, and, as a rule, less personal. Outside of the literary class—men whose professional training is such that they inevitably write with attention to form and effect—the best letters to-day are probably written by business men. The need of accomplishing a definite end, the desire to produce a well-determined impression, and the need to be absolutely clear, lead the man of affairs to take pains with his letters. Practical and insistent necessities of business correspondence force the business man to letter-writing which is good because it is clear, exact and well considered."

To make the advertising a success, see to it that every subsequent detail is carried out as attractively as possible. Undoubtedly Uneeda Biscuits owe much of the demand for them to their easily recognized and preservative packages.

THE development of advertising has given it a certain standing in magazines, newspapers and other periodicals, whereas it was regarded as a sort of freak of business some years ago. Many papers—the Philadelphia *Record* for one—make a practice of printing a daily scrap of advertising lore or wisdom. The editorial columns of PRINTERS' INK are made up partly with reference to the furthering of publicity by such means, and editors can make good use of such matter in educating advertisers. There is also a marked toleration for forms of advertising other than newspaper space. The custom of denouncing billboards is becoming obsolete, while it is now recognized that booklets, folders and circulars are valuable adjuncts to every well-conceived campaign. All forms of advertising are good in the degree to which they advertise.

"A PROPHET with Honor in His Own Country" is a booklet compiled for the Detroit *Free Press* by Charles S. Patteson, of *Newspaperdom*. Besides rates, portraits of and kind words from local advertisers and like matter, it contains the report made by Mr. Patteson, after a special examination, with circulation figures for three months of the past year. After interviewing advertisers picked at random Mr. Patteson says: "Absolutely without exception the full forty leading advertisers interviewed unite in declaring for the marked superiority in its field of the *Free Press*, both daily and Sunday. An assurance to the advertiser abroad is the circulation department. In no office in the land is greater emphasis put on thorough work, complete records, readiness for any search or test." The booklet is handsomely printed, being the work of the William Graham Printing Co., Detroit.

J. E. QUINN, editor of the Ocean Grove (N. J.) *Times*, writes the Little Schoolmaster that he is preparing to enter the 1902 PRINTERS' INK ad contest.

FROM Hollister Brothers, Chicago, comes a beautiful portfolio containing specimen pages of booklets and catalogues that have recently come from their press. The leaves are of various colors of cover paper and of white stock of various grades. In the main the specimens are covers, folders and posters, but there is a wonderful variety in designs and color schemes. There is hardly any specimen that is not artistic, attractive and well executed. The advertising literature produced by this firm has, for many years, been of a sort that would bear comparison with the product of the very foremost printing houses in this country, and the present portfolio is full of suggestions for any advertiser who uses literature of the finest kind.

THE Little Schoolmaster is in receipt of a copy of "The American Business and Accounting Encyclopedia," a ponderous red bound volume of eleven hundred 9x11 pages, weighing upward of fifteen pounds. It is published by the Bookkeeper Company, Detroit, Mich., and edited by Mr. Beach. Certainly it is most complete, and the editor's claim that it contains matter not to be had elsewhere seems warranted. There are special articles upon accounting systems and "short cuts" for eighty different lines of business, labor-saving methods of auditing and bookkeeping, a dictionary of commercial law, as well as much other valuable commercial information, all indexed and classified alphabetically and made easy of reference. Such a volume can hardly do harm in a business office, and will doubtless do much good every month. According to Mr. Beach, it has had a phenomenal success, and it is now in its third edition. For the benefit of those who do not wish to pay cash it is sold upon the Wanamaker plan—"You send a dollar, we do the rest."



## THIRD WEEK.

In the 1902 PRINTERS' INK advertisement sixteen competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by J. Harry Reed, of Rogers, O., and it appeared in the Rogers (O.) *Noontide* of Jan. 9, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Reed when the marked copy of the paper was received. Two additional coupons, one to Mr. Reed and one to the advertising manager of the *Noontide*, were sent in accordance with the terms of the competition when a selection of the best ad for the third week had been made.

Mr. Reed's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the fifteen unsuccessful competitors for the honors of the third week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts in accordance with the terms of the contest.

The Little Schoolmaster is

pleased to state that the majority of ads received in the third week easily maintain the excellent standard of those received in the two weeks previous. This makes the weekly choice not always very easy. In the final revision of all ads at the close of the competition it may be discovered that an ad, although taking first rank in a particular week, is below the standard of excellence of ads submitted in a subsequent week, even though such ads did not receive a weekly choice at the time when they were first submitted.

## GOOD CLERKS.

Dull seasons come to all stores—seasons when more energy and push and good, hard work is required to make sales and keep up the business. Here is where the trained and permanent clerk shows his value.

Then, another thing, a merchant can put his confidence in the doings of a good man, and sleep easy nights. He need not keep his eye continually on the conduct of such a clerk. He need not feel that the customer is being handled improperly. He may rest assured the sale will be made if honest and capable salesmanship can make it at all.

Every retailer wants to feel that if a customer slips away from his clerk he would slip away from any clerk, or himself.—*Good Advertising.*

## FROM UP BUFFALO WAY.

The man who studies mankind, and ascertains what men really want, and then supplies them this, whether it be an Idea or a Thing, is the man who is crowned with honor and clothed with riches. To undertake to supply people a thing you think they need, but which they do not want, is to have your head elevated on a pike and your bones buried in the potter's field.—*The Philistine.*

## KEEPING POSTED.

### THE LITTLE SCHOOLMASTER IN ADVERTISING

THIS is the specialists' age.

The man who knows all about everything is not in demand.

What are needed are persons who are trained to do one thing—and do it better than any one else.

No one man knows all about advertising.

But many men are learning a great deal about it.

There is one periodical that has done more for advertising than any other in the country.

It is PRINTERS' INK, published at 10 Spruce street, New York City.

The United States leads the world in the development of advertising.

PRINTERS' INK, the pioneer of the advertising field, has made it what it is.

Every young business man should read PRINTERS' INK.

It is at once inspiration and knowledge.

Almost any number contains ideas worth the cost for one year.

Five Dollars the year is a small sum to invest in the best authority on advertising extant.

Ten Cents will bring a sample copy that should get an order for a year.

Better invest at once and get all the good things now being printed.

A cash inclosure sent to PRINTERS' INK, No. 10 Spruce street, New York, is all that is necessary.

**WRITE TO-DAY**

It is true in every department of business, and especially so in advertising, that the most successful men are those who avail themselves of the ideas and experience of others. It is an insignificant theory to hold steadfastly to self-sufficiency and with an iron will ignore the well-meant and valuable suggestions of others. For that well-meant idea or suggestion may be a greater incentive to your business, if adopted, than would spring to your mind in a lifetime. The man with unconceited principles knows that it is no impossibility for a bright idea or valuable suggestion to come from sources seemingly unpromising, and no man with an eye to business will fail to overlook any chances.

Making use of bright ideas, valuable suggestions and other practicable trade winners, are notable instances why some businesses soon reach a high degree of public favor. Some of the most progressive men of to-day ascribe their success largely, though before going into business for themselves, to a careful study of the causes that brought about the success or failure of others; and coupled with their own sound understanding and good judgment, they are rising in a sphere peculiarly adapted to their nature and aspirations. While the individual of opposite inclination ascribes his failure to lack of opportunity, it is nothing less than lack of system, or utter disregard or misapplication of those principles that are powerful factors in securing public patronage.

In these days of push, prosperity, activity, failure need not come through lack of opportunity, for every life is full of opportunities—and opportunity, grasped at the opportune moment, is often the touchstone to success.

Keep posted, for some little phrases have a big meaning. Enjoy the sunny side of life, and conduct your business in such a model way that it will refute any charge made against your lack of knowledge or attention to your calling.

## ADVERTISING AND BUSINESS CHARACTER.

We are all of us conscious of a strong impression of personality—derived from advertising. It carries with it much more than the mere sense of the words. We feel the man behind it, and get an impression of the business character that the advertising represents. This fact is one that the great captains of industry and business fully appreciate. They try to employ men whose writing and judgment of the value of the right thing, said in the right way, may be depended upon. There are very few men of this type available, for the qualifications call for much more than a clever facility of expression. The best of them have the insight and perception of business in the abstract that belong to a certain kind of genius. The style of the advertising we do is as obvious in its impression as the style in the writing of a novel or an essay. The essayist indeed has much of the advertising writer's point of view, and the really thoroughly well written advertising of our day is distinctly literary in its feeling. The difference between the good essay and the bad is the same as that between the good and bad advertisement. One is wordy, specious, scarce in ideas and unconvincing, the other full of merit, direct and conclusive. The easy writing sort of thing that abounds in big talk and little said is going out of favor. We are acquiring an education in the art of advertising. As in all the arts, it is not in its most obvious and insistent aspects that we find the most satisfaction. Something must be left to the observer and the reader. In the artistic advertisement we are never at a loss to discern the implied quality of a business. It creates an atmosphere, establishes unconsciously a feeling of confidence or the reverse.

Never in the history of the publishing business has there been such an exploiting of literary wares as we have had recently. The selling of books has at last

reached the same plane with the selling of stocks and interests in Texas gushers. The big talk style has seemed the right thing for nearly every book issued, and the numbers sold have been billed in a way that reminds one of the famous Mr. Tody Hamilton and the greatest show on earth. The very insistence of this style of advertising would seem to carry with it a certain suggestion of a forcing process. It is certainly a very glaring expression of what our foreign critics look upon as Yankee brag, the manifestation of a national insincerity and want of proportion in the arts as in everything else. There is a mean line certainly, quite away from the "shrinking violet" attitude, and yet within the bounds of the dignity and respect that would seem to go with the selling of books as "goods." It is a curious anomaly, this breaking loose of the publishers. They are certainly not printing books for the higher education of the people or for anything else than to do themselves the most good. Scare heads and numbers do not work all the time, though; the eye gets tired of them and the mind fails to get a thrill when the news is all alike. The style of our advertising is improving, nevertheless. In many of the booklets recently published the work shows an appreciation of the need for more careful writing. There is no reason why a great business article frankly telling the story of the growth of some great enterprise, should not have the consideration given to the same material in the magazines. The futility of much business writing is chiefly due to the lack of sincerity and a want of the literary training that infuses the commonplace of fact with imagination and a sense of the true value of all decisive human achievement. The human element is the thing that counts in all writing and gives it endurance. That there is no sentiment in business is the remark of the man who lacks perception. It is full of romance and the things that count for the men who do things and who can appreciate their doing.

## OUR POSTOFFICE.

A REWARD OFFERED FOR A DEFENSE  
OF IT.

On the two pages that follow may be seen reproductions of advertisements of the *Ladies' Home Journal* of Philadelphia. The first appeared in the December issue, the second in that for January. People with good eyes may decipher the letter press of the two ads. Anybody can do it by using a magnifying glass, such as ought to be in every office where PRINTERS' INK is read: that is to say, in the place of business of every up-to-date business man.

Directly after the December edition of the *Ladies' Home Journal* was out, what purported to be a supplement was sent around, containing the following words framed with inverted rule:

SUPPLEMENT TO  
THE LADIES' HOME JOURNAL FOR  
DECEMBER, 1901.

*To the readers of the Journal:*

Since the December issue of the magazine was printed, the editors have discovered that the offer of prizes made on page 31 comes within the prohibition of the postal laws. It is too late now to print a new magazine, or even to eliminate this page, but it should be distinctly understood that the offer is absolutely withdrawn.

In the January *Ladies' Home Journal* the matter of these puzzles is referred to as follows:

When we inserted "The Journal's Amusing Puzzles" in the December number we did so in the best of faith after first seeking what we believed to be and accepted as authoritative advice. Upon the publication of the issue, however, we received official notice from the postoffice department at Washington that the matter published was in violation of the United States lottery law, which prohibits the publication in any periodical, or the distribution through the United States mails, of any printed matter in which the element of chance forms a part. The matter was taken up immediately with the authorities at Washington and gone over in detail. But no other construction of the law was possible.

Naturally, the regret of this company can easily be understood to be great at this unfortunate interruption of a "feature" which was entered into with such entire good faith.

The new puzzles in this issue are all right.

All element of chance has been removed from this new series, and the idea has been officially passed upon and approved by the postoffice department at Washington.

Note the last sentence. The idea has been officially passed up-

on at Washington. So also the first sentence quoted. It is to the effect that the puzzle offer was put out in the best of faith after first seeking what was believed to be authoritative advice. It was the advice of the postmaster of Philadelphia, which was found so misleading.

A few weeks ago PRINTERS' INK made public a correspondence with the New York postoffice and the postoffice department at Washington, showing that the first named was not competent to say what would be the department's ruling upon a question of sample copies, and that it took the third assistant postmaster-general eight days to interpret his own ruling on the subject.

PRINTERS' INK will give a free subscription for a year (price five dollars) to every one who will give a really good reason why the postoffice department finds it advisable to be so secret about its rulings concerning the carriage of second class matter that postmasters of towns of the size of New York, Philadelphia and Atlanta are not competent to say what will be the department's ruling upon an everyday question, and are on that account expected to hold up a publisher until some (said to be) overworked official at the capital of the nation finds time to make up his mind how he will decide to-day the indential question which the same official decided last month, last week and yesterday.

—♦—  
DRIVE IT HOME.

Some men think that by making a great stir for a little time they gain a permanent advantage. This is far from the truth. How quickly a thing is forgotten if it is not so continuously advertised! It is said the public have bad memories, but perhaps they try and crowd too much into them. One event usurps another in importance, and the panorama of daily incidents diverts the mind from ceaseless concentration on one particular thing. Day by day the happenings increase in number and importance, and the public mind is ever being conducted to a new channel of thought and consideration. The necessity for continuous advertising was never more pronounced than at the present time. A passing flash causes but a moment's reflection. Permanent drive-it-home advertising makes an impression that lasts.—*The Travelling Partner.*



The Ladies Home Journal for December 1901

## The Journal's Amusing Puzzles

FOR THE BOYS AND GIRLS TO SOLVE

Here are twelve pictures. Each one represents a well-known American city or town. For example, No. 1 is Cleveland. Now, name the rest. To the best thirty readers whose letters we open, giving all twelve puzzles correctly solved, we will award these prizes:

\$25 As a First Prize;	\$5 As the Next Three Prizes;	} Making 30 Prizes in All, Amounting to \$75.00
\$10 As a Second Prize;	\$1 To Each of the Next 25	

No questions regarding these puzzles will be answered. All the conditions as to competing will be clearly given on this page.



No. 1



No. 2



No. 3



No. 4



No. 5



No. 6



No. 7



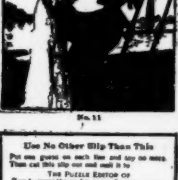
No. 8



No. 9



No. 10



No. 11



No. 12

### Read These Directions

When you have guessed the name which you think the picture represents, write it on the line after the same number as the picture on the slip on this page. Put no more than one guess on each line, and use only this slip cut out of the magazine. No others will be considered. You may send as many sets of guesses as you like, but each must be on a separate slip.

Next Month  
Another Set of 12 Puzzles  
Will be Given.

### Use No Other Slip Than This

Put one guess on each line and say no more than six letters on each line and mail it to:  
THE PUZZLE EDITOR OF  
THE LADIES HOME JOURNAL, PHILADELPHIA,  
P. O. BOX 1491.

No. 1 \_\_\_\_\_  
No. 2 \_\_\_\_\_  
No. 3 \_\_\_\_\_  
No. 4 \_\_\_\_\_  
No. 5 \_\_\_\_\_  
No. 6 \_\_\_\_\_  
No. 7 \_\_\_\_\_  
No. 8 \_\_\_\_\_  
No. 9 \_\_\_\_\_  
No. 10 \_\_\_\_\_  
No. 11 \_\_\_\_\_  
No. 12 \_\_\_\_\_  
Give full name and address slip.

Name \_\_\_\_\_

### Read These Directions

Mail your letter so that it will reach Philadelphia not earlier than the morning of December 1, and not later than the morning of December 15. All letters received before or after the dates given will be ineligible. But allow us to repeat that all lists must be sent on the slip given on the left, and in no other way. Send all letters by mail to address as given: P. O. Box 1491.

The solutions of the November puzzles, and prize winners, will be given in the next Journal.

The Ladies Home Journal for January 1902

## The Journal's Puzzle School

Here are twelve pictures. Each one represents a well-known American city or town. For example, No. 1 is Canton (Ohio). How guess the rest. (The States in which the cities are located need not be added.) After you have made your solutions, tell us, in not more than 25 words, or less, what you know about the city represented by Picture No. 1 (Canton, Ohio).

In return for your skill in solving the puzzles and writing the little article THE JOURNAL will give:

A Check for \$25.00 to the Person sending a Correct List of Solutions of the Puzzles, and, in the judgment of the Editor of The Ladies Home Journal, the Best Article of 25 Words (Not More) About Canton, Ohio.

A Check for \$10.00 for the Second Correct List and Best Article.

A Check for \$5.00 for Each of the Third, Fourth and Fifth Correct Lists and Best Articles, and \$1.00 each for the Next Twenty-Six (26), Thirty (30) Rewards in All, Amounting to \$15.00.

No questions regarding these puzzles will be answered: all the conditions to be complied with are clearly given in the directions below.



No. 1



No. 2



No. 3



No. 4



No. 5



No. 6



No. 7



No. 8



No. 9



No. 10



No. 11



No. 12

### Read These Positive Directions

When you write on the city or town which you think each picture represents, write it on the line after the name number as the picture on the line on this page, and use only this slip cut out of the magazine. The others will be considered. Then, before the slip on the white margin of the page, write your 25-word (or less) article. Do not write your article on a separate slip. The whole must be confined to the size and the margin. Send no more different sets of solutions as you like, but each must be on a separate slip cut from "The Journal's Puzzle School." The same article of 25 words can be used on each different slip if you like, or a different article, as you may see fit.

Next Month  
A New Set of 12 Puzzles  
Will be Given.

Use No Other Slip Than This  
Put one guess on each line and say so more.  
Then cut this slip out and mail it to:  
THE PUZZLE EDITOR OF  
THE LADIES HOME JOURNAL, PHILADELPHIA.  
P. O. BOX 1481.

No. 1 \_\_\_\_\_  
No. 2 \_\_\_\_\_  
No. 3 \_\_\_\_\_  
No. 4 \_\_\_\_\_  
No. 5 \_\_\_\_\_  
No. 6 \_\_\_\_\_  
No. 7 \_\_\_\_\_  
No. 8 \_\_\_\_\_  
No. 9 \_\_\_\_\_  
No. 10 \_\_\_\_\_  
No. 11 \_\_\_\_\_  
No. 12 \_\_\_\_\_

Give full name and address, too.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

### Read These Mailing Directions

Mail your letter so that it will reach Philadelphia not earlier than the morning of January 1, and not later than the morning of January 6, after which last-named date no letters will be considered. But allow us to repeat: each cut must be sent on the end page at the left of the letter and on no other page. Put absolutely nothing in your envelope but the slip.

The rewards will be made immediately after January 8. The correct solutions of puzzles and names of reward-receivers will be published in the March Journal. Owing to lack of space, the little articles cannot be published.

## ILLUSTRATIONS.

It is pretty generally conceded that illustrations are essential to the business of advertising. An illustration when used in accordance with the meaning of the word conveys an idea to the mind of the prospective purchaser much quicker than would a simple type argument. But the trouble with much of our illustrated advertising of the present time is that it does not illustrate.

The meaning of the word "illustrate" is to make plain—to simplify, and unless the illustration embodies this meaning, it would be far better for the advertiser to depend altogether on plain type.

The main purpose of the illustration is to convince the reader that the article offered possesses merit. This is the main purpose. However, there are advertisers who think that pictures are used solely to attract attention, and believing this, they write their copy to fit the picture, whereas the picture should always be made to illustrate the copy. The copy is of primary importance. The picture is always secondary.

The best illustration is a picture of the article advertised. A man may be in need of a pair of shoes, and yet, when he picks up his paper to read the news, it's quite probable that he does not think of shoes at all. However, in reading the paper his attention is attracted by the picture of a shoe, which instantly brings to his mind the fact that he is in need of shoes, and as a consequence he reads the ad and perhaps buys.

The text of the ad and the illustration should have a close connection. It's quite impossible to do full justice to one's advertising when the cut used bears no relation whatever to the text. The illustration and the text should be very similar. The text should describe the article. The illustration should picture the description.

## GOOD RULE IN ADVERTISING.

Biggs—I want to give you a piece of advice.

Diggs—All right; but first let me give you a piece.

"Well, what is it?"

"Follow the good advice you are going to give me."—*Chicago News*.

## SEVENTH SUGAR BOWL.



During the past four years PRINTERS' INK has made searching inquiries concerning the comparative merits of American newspapers of various sections and classes, and has given six awards, in each case a solid silver sugar bowl, made by Tiffany & Company. The details of the examinations were fully set forth while in progress, and the conclusions arrived at were engraved upon the souvenir.

The first award went to the *Kansas City Star*, the second to the *Los Angeles Times*, the third to the *Philadelphia Record*, the fourth to the *Chicago News*, the fifth to the *Bangor Commercial*, the sixth to the *Iron Age*.

A seventh award will be made within the next few months to the agricultural paper, weekly, semi-monthly, monthly or however issued, that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class through its advertising columns and on the fairest terms, price and value considered.

The contest for this honor is now open, and the claims and assertions of publishers or their friends will receive due consideration from the Little Schoolmaster. They may set forth in their own manner the points of superiority of one paper over another, and state their reasons why they believe that a particular paper is entitled to the award in preference to another.

## ESPECIALLY IN ADVERTISING.

There is no road so long, so crooked as a lie; there is no path so short and straight as the truth.—*Farm Machinery*.

A REAL timid man should never attempt advertising as a means of gaining wealth, for he will most likely quit before the time is ripe for reaping any reward.—*Advertising Success*.

## WITH ENGLISH ADVERTISERS.

By T. Russell.

The great event of 1902, for American advertisers in England, will undoubtedly be the American Exhibition, to be opened at the Crystal Palace in May—by the King and Queen, I hope. The Crystal Palace is the original building used for the first International Exhibition in 1851—a scheme to which the Prince Consort, husband of Queen Victoria, gave much time. That Exhibition was held in a vast building of glass and iron, erected in Hyde Park from the design of Sir Joseph Paxton, and rudely called by Mr. Ruskin an overgrown cucumber frame, though it is much more like a million-power conservatory. After the Exhibition of 1851, it was sold for scrap iron and glass, bought up by a syndicate, and re-erected at Sydenham, the beautiful suburb of London, which it still disfigures. It is the finest building in the world for holding exhibitions in, and it is completely and elaborately useless for every other purpose, though it is kept open all the year round with entertainments of one sort or another. A thing which contributes to its general unsuccess, and will militate against its usefulness to the American Exhibition, is the fact that it is reached from London by the least convenient, least enterprising, and altogether most completely bad and useless back-number of a railway which this planet suffers under—the London, Southeastern and Chatham Railway, which takes forty minutes to run an ordinary train, and nearly half an hour to run what it amusingly calls an express train, over the six or seven miles which separate it from the center of London. I mean that these are the schedule times for those trains, but they do not habitually rush along at that headlong speed. They are usually late.

\* \* \*

The Exhibition looks like being a "go," and will be worthy of the attention of all American advertisers who consider that Exhibition expenses can be recovered as an advertising investment, and I

therefore give a few details. The Advising Committee, under the able chairmanship of Mr. John Morgan Richards, consists of the following well-known men, officers of the American Society in London: Messrs. John Morgan Richards (chairman), D. C. Haldeman (vice-chairman), B. F. Stevens (hon. treasurer), F. C. Van Duzer (hon. secretary), Frank E. Bliss, Thomas Clarke, R. Newton Crane, R. J. Davis, J. Walter Earle, Thomas L. Feild, E. Marshall Fox, Frank W. Jones, James McDonald, John G. Meiggs, George A. Mower, Isaac Seligman, William Hall Walker and Col Millard Hunsiker.

The following gentlemen, also members of the American Society in London, are supporting the committee in their labors, and, as they are all long-headed business men of standing, solidity and experience, the success of the Exhibition would seem to be assured: Messrs. A. Bedford, R. W. Blackwell, W. J. Boller, F. A. Branion, Charles Churchill, William J. Clark, Samuel G. B. Cook, W. D. Craven, Robert Fairbanks, W. H. Fassett, Charles T. Fox, L. H. De Friese, Henry S. Downe, J. W. Downer, Thomas J. Farrell, F. M. Fisk, Clark Harrison, Louis C. Hay, Charles A. Knight, Geo. S. Mahana, A. Parrish, F. C. Poisson, John L. Sardy, A. B. Scott, S. H. Short, F. J. Stevens, J. G. White, Irving G. Will, Col. George Earl Church and Drs. G. W. Field and F. J. Campbell.

The Commissioner for the United States is Mr. Alfred H. Post, Produce Exchange, New York, and the Assistant Commissioner for Commercial Section is Mr. W. B. Bancroft, 28 Victoria street, London, either of whom will receive applications for space, of which there are one hundred thousand square feet, which costs from one to five dollars a square foot, varying according to position; minimum, \$25.

Following is the complete classification of exhibits:

Class I—Machinery and Mechanical Industry—(a) Mining, Agricultural, Printing, Electrical, Traction, Haulage, etc.; (b)

Shipbuilding, Locomotives, Railway and Tramway Engineering and Equipment; (c) Automobiles, Bicycles, Typewriters, Sewing Machines, Laundry, Domestic and other Labor-saving Appliances, etc.; (d) Hardware, Tools and Cutlery.

Class II—Natural and Agricultural Products, including Cotton, Timber, Minerals, Ores, Wool, Tobacco, etc.

Class III—Prepared Food Products, including Canned and other goods, Condiments, Confectionery.

Class IV—Pharmaceutical and Kindred Preparations, Surgical Appliances, Drugs, Perfumery, etc.

Class V—Carriages, Vehicles, Harness, Furniture, Stationery, Leather Goods, etc.

Class VI—Hygiene, Lighting, Heating, Ventilating and Sanitary Appliances.

Class VII—Textiles, Fabrics, Clothing.

Class VIII—Musical Instruments, Photographic and Optical Apparatus and Material.

Class IX—Education and Science.

Class X—Naval and Military, Ordnance, Ammunition, Small Arms.

Class XI—Arts, Painting, Engraving, Sculpture, Lithography, Architecture and Decoration.

This American show is going to be a success, and will do credit to Mr. Richards and his colleagues. The following are a few of the firms who have concluded arrangements for their exhibits: American Waltham Watch Company; the Standard Oil Company; the Fairbanks Company (weighing machines, scales, trucks, engineers' tools, machinery, etc.); Charles Churchill & Company, Ltd. (American machinery); the Standard Desk Company, Ltd. (American roll-top desks, etc.); N. W. Stiles & Son (American soda fountains and soda water supply); H. J. Heinz Company (American pickles and food products); the Remington and about a dozen other American typewriter companies: Babcock & Wilcox, Ltd.; the General Electric Com-

pany, of New York; Johnston Dye Press Company, Ltd.; T. W. & C. B. Sheridan (American printing and binding machinery); Davis Allen & Company (American toilet soaps, etc.); Wellman Seaver Engineering Company, of Cleveland, O.; Niles-Belmont-Pond Co. (Niles Tool Works); Huyler's Candy & Confectionery Company, of New York; Fuller's, Ltd.; M. G. Thompson & Company, Opticians, Buffalo and New York; the Mutual Life Insurance Company, of New York; Fidelity & Deposit Company, Maryland; Bissell Carpet Sweeping Company, of Grand Rapids, Mich.; Coldwell (lawn mowers); Robert Jackson & Company (display of American groceries); and National Cash Register Company, Ltd., of Dayton, O. As I am exceptionally well situated to have all possible information in connection with the American Exhibition, it will be my effort to keep readers of **PRINTERS' INK** well informed of the progress.

\* \* \*

The first attempt—so far as I know—to run a really independent journal of advertising in this country is being made by the proprietors of the *Advertising World*, a handsome quarto publication, with a page measuring 11x9 inches, published at 72 Fleet street, London. The first number, which lies before me, has thirty-two pages and a cover, and contains advertisements of various advertising media and other things useful to advertisers (including one of a half page of the *American Newspaper Directory*). It is full of good matter, including an interview with Sir Thomas Lipton's advertising manager, who tells some interesting facts connected with that singularly advertised business. We have had advertising papers before—I know them all, have written in most of them, and have edited one, but none of them can compare in interest or independence with the *Advertising World*, a **PRINTERS' INK** baby which I welcome to a field where it is sure to be useful, and where I hope it will be successful.

## A BOUQUET.

The following critical praise of the Little Schoolmaster is so clear a recognition of his present aims, and of his purpose in the world, that it is considered worth space:

"Since you threw away the long shears some months ago I have noted a steady improvement in *PRINTERS' INK*. From week to week there has been an increase of original matter, and I think that in your issue for December 18 you have fairly overcome the 'clipping habit' altogether. The subjects treated represent the very soul of applied, practical, living publicity.

"First comes criticism. In fact, the Little Schoolmaster's best attitude toward advertising is that of the critic in the wider meaning of the word. Were it not, he would be an indifferent pedagogue. Under this head I would range such articles as are printed upon pages 6, 8, 10, 12, 24, 58 and 60. In each of these articles is set forth some phase of some particular branch of advertising that needs improvement. The first, upon 'Medical Advertising,' is in line with a good many that have been printed lately, and which are intended to furnish physicians, lawyers and other non-advertisers with the facts about advertising as it can be applied to their professions or businesses. 'Call on George Robinson,' page 28, is the same kind of information for lawyers. It is very clear that, if advertising is to be extended to the old, conservative professions, it must be done by some such first steps as these. I am glad to see that you have taken them up, and hope that you will be able to get vital views upon the question. In 'Advertising Municipal Securities' the Little Schoolmaster is in his element, laying finger upon a bit of stereotyped advertising that merely wastes space. 'Shall the Ad be Humorous?' touches another live issue ably. For my part, I have always contended that humor could be made the saving grace of an ad—but, alas! when one fails to be really humorous, as so many do, he is as good as damned. The majority of young writers, I think, look upon humor as something easy of execution. They do not know that it is infinitely easier to write sublime speeches and orations—that humor is either inborn, or the last grace given to a writer after time and experience and suffering have mellowed his point of view of life. The turning of the worm in 'Duties and Privileges of the Advertising Manager' ought to be a lesson to every advertiser who employs a man with a brain and then refuses to let him use it. 'Leaks' and 'The Mail Order Department' both contain stuff that, as you know, applies particularly to me. All of this matter is written pointedly, and cannot help but be stimulating.

"Second, perhaps, come articles upon actual methods—interviews, etc. You seem to have left the interview out of this number, but you have given us so many pithy ones of late. But you have other ways of treating method, and they are eminently good. For example, you have lately taken a lot of pains with

the young person who is learning to write (and the elderly person who thinks he has learned). You ought to recommend such books as Arlo Bates', for they are sane and helpful. I know that it is very difficult to get any real, practical help in learning to write—that oftentimes that man who writes best can tell least about it. I am also of the opinion that the correspondence from Philadelphia, Boston and England contains a deal of helpful matters upon method—reports of things that are being used in those places.

"Third (though I sometimes think they should be placed first of all), come your notes and editorial paragraphs. There are nine pages of the last in this number, touching upon many topics. Praise, dispraise, even ridicule, are directed toward quarters where they are needed; the humor and the lighter side of publicity are made to leaven the mass; small bits of technical advice are offered succinctly, and the whole department is alive with good things. I wonder if you know how many of these paragraphs are used all over the country each week—in editorial columns, as newspaper 'ears' and 'fillers,' for booklets, folders, ads, window cards, and like purposes. Hardly a week goes by in which I do not find some 'scheme' or idea that is just the thing I need, and I can assure you that I think them of direct benefit to any one who is connected with advertising or publishing.

"The paper has lost none of its vigilance in the matter of circulations. I have always admired the ruthless fashion in which the Little Schoolmaster has attacked that bane of the advertising world—the publisher who withholds or lies about his circulation. He has lost none of his sharpness in giving a thorough rating to the publisher who lacks one, and still attacks all circulation freebooters regardless of their commercial draught or financial armament. Upon the other hand, he has ever shown a readiness to recognize merit and honesty, even though they were in streaks. Upon my desk just now there is a postal from the *Bookkeeper*, quoting a kind thing that was said in a *PRINTERS' INK* interview a few weeks ago. Of course, Mr. Beach does not go out of his way to say that it was printed in an interview, but runs it as the editorial utterance of your paper. How many editors, with the *Bookkeeper's* circulation disparity in mind, would have held the blue pencil from such a fact in an interview? Then, the promptness with which Mr. Porter's London agency was questioned, and the impartial hearing that is given to him in this issue, as well as the coals of fire heaped upon the head of the publisher of the *American Machinist* after his letter of some weeks ago, show conclusively that the Little Schoolmaster is not prone to malice. Is there any important publication in the United States that, whether at war or peace with him, does not receive commendation and advertising at his hands?

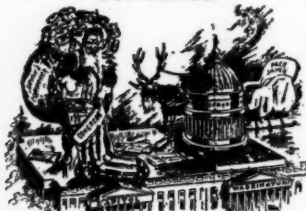
"I like the disposition that you show of late to inquire into the higher meaning of publicity. There is a peculiar uplift to such articles as 'The Mechanism of Ideas.' They show the wider

application of advertising, make a man feel prouder of being connected with it, and help him to forget the senseless prattle so prevalent just now about 'the taint of commercialism,' 'the material age,' and so on. I love the game of business, and think it every bit as manly, absorbing—yea, and dangerous—as the more romantic one of war. I have never met a man who used business or money as tools who had not sanity and many other good qualities. And when I see what is being done in the world by such men, I deeply resent the chatter of superficial writers who fill newspapers and magazines with their snap-shot judgment, lack of knowledge and involuntary confessions of failure to be not even passable writers, much less high privates in the armies of commerce.

"Your new adwriting competition pleases me greatly, for it will bring out budding talent. The advertising world needs able men, for it is growing almost beyond bounds. There are plenty of men who think they know how to advertise, but when an assistant is needed in an advertising department there is the very devil of a time to get a competent one. I know personally that the competition of some years ago helped many a youngster into the craft, and I have often wondered why you did not repeat the experiment. Your other features hold their own—reproduced ads and everything, even the department that, from time to time, prints Mr. Rowell's portraits. For that is he holding the reins of page 53, is it not? And if I were to guess as to the other, I should be divided between Artemas Ward and Mr. Gillam. Or, can it be Charles Austin Bates?

"This letter has run into an sort of eulogy of the Little Schoolmaster, but I rely upon your good sense to stand praise. When a man likes a thing it is almost his duty to say so, bluntly. I like PRINTERS' INK, I have always liked it, and if it keeps on improving at its present rate, I shall like it for many years to come."

### THE "COMMONER" AND CONGRESS.



With reference to the comic cut above reproduced, the Little Schoolmaster sent the following letter to the publisher of the Lincoln (Neb.) *Commoner*:

NEW YORK, Dec. 31, 1901.  
Hon. W. J. Bryan, Publisher "The Commoner," Lincoln, Neb.:  
DEAR SIR—A comic cut has been

making the rounds in the daily papers within a few days, the purpose of which was to illustrate the fact that you had placed the name of every member of Congress on the *Commoner's* free list for the period of one year.

The purpose of our letter to you is to ask you frankly, whether you have done as above stated and whether, in your opinion, such a privilege could be exercised by any other publication.

Yours very truly,

PRINTERS' INK.

The following reply was received from Mr. Bryan, dated Holyoke, Mass., Jan. 10, 1902:

HOLYOKE, MASS., Jan. 10, 1902.

Editor of PRINTERS' INK:

My business manager has forwarded to me your favor of December 31, in which you call attention to the fact that the *Commoner* is sent to some of the members of Congress, and inquire whether in my opinion such a privilege could be exercised by any other publication. I beg to say that the *Commoner* already had among its regular subscribers a number of the members of the House and Senate. When Congress opened last December, I had a list of these made and authorized the head of the subscription department to send the paper regularly during the session of Congress to all the Democratic and Fusion Senators and Congressmen, who were not already taking the paper. I do not know whether, according to the rules of the department, such papers could be counted with the papers sent to regular subscribers, but we send out so few sample copies, compared with the number permitted, that it did not occur to me that it could be a violation of postal regulations. In order to obtain a ruling of the department on the question, I shall take the liberty of sending a copy of your letter to the third assistant postmaster-general, with a request for information, and shall publish his reply in the *Commoner*. Very truly yours,

W. J. Bryan

### THE VALUE OF SAMPLES.

One of the best things in connection with medical advertising is the giving away of free samples. This is a proposition that appeals to the majority, and regular sales are pretty sure to follow. While it is true that sampling is often done for poor articles, yet the very act of mailing a sufferer something for nothing establishes more or less confidence, and many will buy as soon as the trial package arrives, without waiting to test the medicine. This is especially true where the advertiser makes in his circular letter a cut price for a very limited time, say two weeks from date of notification.

All live druggists will tell you that they would give more for enough free samples and circular matter to reach every house in town than for a three-inch ad in a local paper of say a thousand circulation.—*Advertising Success.*



## BOSTON NOTES.

By Dean Bowman.

The dealers of the Hub who cater to the high class trade are active with booklets, brochures, and artistic circulars in an endeavor to share in the January dividends. The disbursements will be the largest in the history of the country. In Boston alone it is estimated that twenty-five million dollars will be paid to shareholders by the corporations, not mentioning the Government interest, which was to some extent paid in advance.

The *Globe* is figuring on the feasibility of putting in a line of pneumatic tubes connecting the different parts of the city and suburbs with the *Globe* office for the transmission of ads. The telephone is now used for the purpose, but while news items can be sent over the wire with some degree of accuracy a want ad sometimes reads rather "funny," even after being repeated by 'phone. When sent by tube the "copy" is already written and can be sent immediately to the linotype, and another advantage is that the amount may be transmitted along with the ad.

It is claimed the *Journal* has the largest cabinet of cuts in the country. Those used in the news department for features and in ads now number over 20,000. The practice of this paper is to save the stereotypes instead of the matrices, as most papers do. The *Journal's* system of numbering and arranging the engravings and the carefully compiled catalogue of proofs enable the cut keeper to put his hand on any picture wanted instantly.

Quite a delegation of advertisers from Boston will be in attendance at the coming convention of general advertisers to be held at Delmonico's in New York on January 29 and 30.

A clothier made a ten-strike last week by arranging with a minstrel troupe to wear in their

street parade raglans from his stock. Instead of a banner calling attention to the fine looking coats the clothier had a half-dozen uniformed boys follow the band with a long muslin streamer with his ad on, reading: "Raglans like these for \$10 at My Clothiers."

A big small-pox scare has been agitating the Hub, and the big department stores clubbed together and run daily in the newspapers a notice from the board of health certifying that there was no danger in people coming to the city to trade.

Much interest is manifested at the Press Club, in newspaper offices and among the advertisers in the forthcoming PRINTERS' INK contest, and many of the scribes are scratching their heads for a winning idea, and from the talk of "the boys" we should judge a mighty effort will be made this time to keep the capital prize from going out into the wild and woolly West.

## A NUISANCE.

There is no excuse for a publisher who sends out copies of his paper stamped "marked copy" merely to induce the advertiser to look over every column. Some publishers haven't yet learned that advertisers take very little stock in the average paper sent in without solicitation.—*Advertising Success.*

EXTRACT FROM ADVERTISE-  
MENT ILLUSTRATED.

"A JANUARY CLOSING."

### ADVERTISING ELECTRICAL NOVELTIES.

During the past year Jas. H. Mason, 150 Nassau street, New York, has been advertising electrical novelties in magazines, mail order monthlies and some of the New York dailies in a way that makes his advertising story well worth going after. Electric batteries, fans, incandescent lights, small motors and other electrical apparatus by mail are his commodities, and he has been singularly happy in saying what he has to say in a few inches of space, saying it unmistakably, and saying it with an air of honesty that carries conviction to the reader. His ads have frequently been "catchy," but are more notable for plain sense and clearness.

His story is interesting from several standpoints. He has been an inventor of and dealer in electrical novelties since 1886, and has a knowledge of advertising that was not only acquired in the school of Dame Experience, but which cost him considerably more than that eminent schoolmistress' average rate of tuition. In 1887 he began advertising a dry battery, a galvanic battery and other specialties of his own invention, using religious and trade mediums. In three years he had built up a business so large that it was becoming unwieldy, when some considerate promoters who thought him overworked went to the trouble of organizing a company to handle the trade he had created. Later they went to the pains of "freezing out" his ten per cent of stock, as well as himself, leaving him without his inventions and hampered by debts that he felt morally bound to pay. A thriving business, a half dozen profitable novelties and two years of hard work without salary is a high price to pay for the knowledge that advertising it profitable, but Mr. Mason is convinced that even from the monetary standpoint this knowledge is worth all it cost him. In his five years experience he learned that the great American public could be reached through wise use of paid newspaper and magazine space—that it

was the medium by which one could put his hand directly into its millions of pockets. So he set to work upon other inventions, and finally arrived at a point where he thought he could safely begin advertising again.

"I began this second campaign practically without a dollar," he said, "and ran into debt for my first space. I have always believed in honesty as a business policy, to say nothing of its moral virtues, and had preserved my credit and good name. But I decided that I would begin upon no false basis. I went to several magazines, particularly the *Strand*, which has been very kind to me, and told them what I wished to do and my circumstances. They gave me credit, saying that they would rather trust an honest man than a rich one.

"The start was modest, but I knew what I wanted to do, and was successful from the first. Advertising had paid before, and it paid again—will always pay if used rightly. In the past twelve months I have spent \$8,000, and got on a secure business footing once more.

"My plan is somewhat out of the ordinary, I believe. In all my announcements I advertise my little booklet, *Electrical Knowledge*, for ten cents. This booklet is a simple treatise upon electricity, written by myself, describing methods of fitting homes with small lamps, fans, bells and motors at an inconsiderable outlay. Through it and my catalogue, which is mailed with each one, I have built up a good trade in my inventions. The dime pays the cost of printing, postage and clerical work, primarily, but my main reason for making this charge is to weed out the unprofitable inquiries—curiosity seekers and such folks. Other advertisers seem to be glad to mail booklets costing several times more without a penny of expense to inquirers, and their plan is best for them, probably. I find, however, that I not only get 990 dimes from the thousand replies, but that those who receive the booklet are well pleased with it. Further-

more, when I advertise the booklet free I get a much smaller percentage of replies. People value anything that they buy, and booklets are, perhaps, too liberally lavished these days.

"In my year of advertising I have used many mediums. The *Argosy*, *Strand*, *Junior Munsey*, *Independent* and *Literary Digest* have paid me well. The mail order journals have also paid, but I have learned some costly facts about them. The *Brown Book*, of Boston, for instance, has been one of my best mediums, bringing me 800 replies in a single month, but the 'lists' of cheaply gotten up mail order monthlies have proved worse than useless for my purpose. They lack mechanical and literary excellence—are printed on poor paper, filled with cheap pictures and made up with no knowledge of readers' tastes. They go to the waste basket, and their large circulations do not mean anything. When they are well gotten up they are good for my purpose, as I have proved by the *Brown Book*, but without these saving graces they fail to reach the classes who are interested in my goods. Personally, I would not read one of them, nor answer an ad that appeared in one of them, and I believe that I am of the same mind as the rest of humanity in the matter. Therefore, I make a point of assuring myself that I am getting space in decently printed mail order mediums. Not long ago a solicitor came in here with a beautifully printed copy of a certain medium of that class which I will not name. I was struck with it at once, and when he convinced me that he had 400,000 circulation I was interested even to buying space. I asked him if his entire issue was printed upon paper as good as that of the sample, and he assured me that it was, but when we came to the test of putting it in writing he admitted that his sample was one of a 'limited advertisers' edition.' The negotiations closed then and there, of course.

"I have also lost money in a list of five thousand country weeklies, and believe that the same reason

applies to them as well. The world is full of fine publications now, and shoddy periodicals are a thing of the past. The trade and religious papers have not brought me appreciable returns in this campaign. In this statement, however, I must except the *Electrical Age* and the *Bookkeeper*. The former brings large returns from dealers all over the world and the latter lately returned me \$80 upon \$7 worth of space.

"The power of advertising is beyond question. I have spent about \$8,000 the past year, which is as much as I can devote to publicity at present. It takes money to carry accounts, for I receive some large orders from dealers. At present I am filling one for \$1,000 from South Africa. The monthlies and dailies are the only mediums for me. A hundred thousand circulars cost \$1,000 for postage alone, to say nothing of printing, cost of names, envelopes and addressing, and they would have but one chance of being read. The moment when the mails puts them into the addressee's hand is the decisive moment. But 100,000 ads in a magazine are permanent for a month at least. They have a chance of being read by half a dozen people to the copy. Their theory is very simple and very absolute—is not theory at all, but hard fact. I have proved it by experience."

#### WHAT PUBLISHERS ASSERT.



"A STRONG PULLER."

## SCIENCE OF RAILROAD ADVERTISING.

The December issue of the *Western Editor*, Omaha, Neb., contains the following: The "country editor" who carries an annual pass or a mileage book, "paid for in contemporaneous advertising," usually imagines that he is giving the railroad the bulk of its advertising. It is his opinion that the railroad company must use the papers along its line, and that it finds it cheaper to pay for the advertising in transportation than to pay for it in cash. So far as benefits to the advertiser are concerned advertising in the local papers along its line amounts to very little compared with the benefits derived from advertising in other ways and in other quarters. The people living upon a line of railroad or in the territory tributary thereto naturally use that line of railroad when they travel. Because of this the chief benefit derived by the road from the advertising in the local newspapers is during the excursion season when it is desired to make the public aware of a cheap rate.

It is no trick at all for a railroad to interest the people who live upon its line. The advertising manager of the road has but to make announcement of excursions to have the people in his road's territory talking about it and preparing to take advantage of the cheap rates offered. If that was all the work that devolved upon the advertising manager his salary would be exceedingly small. It is another matter when he undertakes to interest people who live on one side of the continent and want to take a trip to the other side thereof. They have their choice of a dozen or more different lines. Expense is not so much considered as comfort, speed, scenery, attendance, etc. Here is where the advertiser of an up-to-date railroad gets in his work and earns his salary.

How shall he proceed to get his road prominently before the minds of the travelling public? He has newspapers, the billboards, the theater programmes, posters, magazines, street cars, dead walls and

other vehicles of information. He knows that what will catch one class of travellers will not be noticed by others. It follows, then, that the advertising manager must know his public as well as know his mediums. Almost any man can write some sort of an advertisement and secure its insertion in a newspaper or a magazine. But writing one that will attract the eye and at the same time appeal to the mind is something entirely different. And the advertising manager who has not made a study of advertising rates would probably be cinched for a few thousand dollars right at the start. In other words, Mr. Oldboy could get for \$1,000 what Mr. Newman would pay \$3,000 for. Again, Mr. Newman would probably advertise tourist sleepers in *Harper's Weekly* and Pullman sleepers in some penny dreadful that appeals only to callow youths and maids who wait on milady and her aristocratic husband.

No other branch of the advertising business has made development equal to the railroad branch. The best designed advertisements, the brightest "readers," the most artistic posters, the most striking billboards and the most stupendous labors in the literary field are furnished by the keen advertising managers of the great railroad systems of the country. What American old enough to know the difference between black and white has not heard of the "Empire State Express?" A great train, to be sure, but not a bit better nor a bit faster than other trains in the country that are not nearly so well known. Why is it so familiar? Ask the shrewd advertising manager of the New York Central. He is responsible. The story of Kate Shelley is as familiar in America as Robinson Crusoe or Old Mother Hubbard, and the "Kate Shelley Bridge" is even better known than Mount Washington, the source of the Mississippi, or the name of the man Stanley rescued in Africa many years ago. The shrewd advertising man of the Chicago & Northwestern has secured more free advertising from that Kate

Shelley affair than \$2,000,000 in cold cash would have secured. The shield of the Union Pacific is as familiar in this country as the pictured face of Lincoln or Washington, and the words "Burlington Route" are much more familiar to the average man and woman than the Lord's Prayer or the Ten Commandments. Why is this? And the answer to the question is, "The Advertising Man."

All this has not been accomplished by trading transportation for advertising space—not by thousands of dollars a year. In fact, the advertising that has been secured by trading transportation, as in the case of the "country editor" who gave up about \$200 worth of space and used about \$50 worth of transportation, is the smallest part of the whole.

It is only within the last fifteen years that scientific advertising has been the rule with the great trunk line roads. Time was when the railroad assigned a comparatively cheap man to the advertising department and gave him dimes where the advertising man now gets dollars. Then the advertising man wrote an ad for one class of travellers and used it to catch all classes. What he did not know about advertising would stall a freight engine. And when railroads began to advertise in earnest it was found that the first thing to do was to unlearn all that had been "learned" by the men in charge of that department. In the old days, when a clerk in the passenger department became too old to copy letters or add up a column of figures he was put in charge of the advertising. In this day and age the shrewdest, most alert, the suave, the debonair, genial, shrewd young man is seized upon and trained into the work.

The amount of money that a great railroad system spends in advertising every year is something wonderful to contemplate. It costs money to get out the millions of folders, maps, stories, lithographs and other advertising that must be gotten out if the railroad expects to keep before the public.

## HOW ABOUT KEEPING A MEMO BOOK?

The main cause of non-appearance of bright ideas in advertising comes from the fact that it is impossible for a man to manufacture ideas to order, though he is expected to do so at every turn of the game. Herein is the cause of many failures among men noted for their genius—tell him to give you an idea and he's all at sea. Advertisers imagine that he executes his work as do folks in any other walk of life, little realizing that the best advertisements that ever appeared are the result of sudden inspiration.—*Advertising Experience.*

THERE is no branch of the merchant's work where the temptation to slight is greater than in advertising. Too often the execution of the contract for space seems to exhaust the energy of both the advertiser and the publisher. The latter is more anxious to secure the business than to see that the adwriting is carried out in a manner to make it of the greatest possible value. The merchant fails to appreciate the fact that the beginning of the advertisement's work means the beginning of a systematic co-operation on his part to make it profitable. The details of advertising can never be neglected with impunity. The matters to be treated from week to week must be carefully selected, using only that which is most likely to interest. Do not be afraid of saying too little; but that little should have most careful thought. The merchant never thinks of letting other branches of his business run themselves. He sees to it that every duty is thoroughly done at the proper time. The rule must be extended to the advertising department. In this the same system and constancy of efforts will bring results.—*Michigan Tradesman.*

## ADVERTISING PHRASE ILLUSTRATED.



"STRICTLY ALL RIGHT,"

## NOTES.

THE Boston *Journal* issues a neat little book of rates.

"CALIFORNIA TOURS" is a fine booklet gotten out by the Burlington Route.

MONTGOMERY WARD & COMPANY, Chicago, issue a well arranged price list of groceries.

TIFFANY & COMPANY send out a neat desk calendar, printed in two colors upon parchment.

VERNON BROTHERS & COMPANY show samples of their Egyptian cover papers in a neat brochure.

OF all the newspapers published in the world, 68 per cent are printed in the English language.

MILLER & FROWERT, advertising specialists, Philadelphia, send out a folder that is rather lacking in argument.

THE Kansas City *Journal* has just purchased a fine lot and will begin the erection of an office building in the spring.

THE Dick Matchless Mailer is advertised by a small booklet which describes its mechanism and advantages clearly and convincingly.

GEORGE E. FAIRHEAD, advertising manager for A. Hamburger & Sons, has accepted a position with the Curtis-Newhall Advertising Company, of Los Angeles, Cal.

THE publisher of a paper called the *Saint Louis Humorist*, has, without much doubt, the funniest business methods practiced by any American, naturalized or otherwise.

WILL PHILLIP HOOVER's third annual dinner to the clothiers who are subscribers to his advertising service will take place at the Waldorf-Astoria the last week in February.

MR. H. DE LISSER, United States agent for Holbrook's Worcestershire Sauce, is offering in the daily papers \$1 to children who send him the best advertising verse for the sauce.

"METAL LORE" is a small booklet from E. W. Blatchford & Company, Chicago, setting forth the merits of their linotype metal and furnaces. It is well written and attractively printed.

THERE are ways of advertising churches that should be successful. In Chicago one minister has announced that chromos will be distributed to the congregation at the end of the services.

THE volume of Christmas and holiday goods advertising was greater in New York City than it ever has been in previous years, and it is claimed that more money was spent this Christmas than in the past.

*Men's Wear*, a house organ published by the Waldo-Fairchild Company, 621 Broadway, New York, devotes its January issue to the banquet of the New York Clothiers' Association, lately held at the Savoy.

THE Dime Savings and Banking Company, Cleveland, O., issues a book-

let that is attractive from the standpoint of text, but which is rather too "freaky" in its typographical make-up to be easily read.

F. A. ENSIGN, formerly with the Remington Agency, has recently acquired a partnership in the newspaper advertising agency of W. S. Hill & Company, Pittsburg, Pa., with offices in the Standard Building.

THE Associated Merchants' Trading Company, 685 Broadway, New York, sends out an artistic catalogue of gentlemen's furnishings. The matter is well arranged and the halftones of ties are especially excellent.

W. P. MILLS, formerly with the art bureau of the advertising department of the Curtis Publishing Company, Philadelphia, is now in charge of the advertising department of the College Chemical Company, Philadelphia.

STREET & SMITH's *News Trade Bulletin* is a monthly periodical in which are printed photographs of prize window displays of the firm's publications, hints upon store management and other matter pertinent to newsdealers.

THE *Evening Leader*, Richmond and Manchester, Va., issued an 82-page "twentieth century edition" on November 26. It contained "write-ups" of the business men and business interests of its section, and was altogether a large penny's worth.

THE *Shoe and Leather Reporter*, which was sold about a year ago to Mr. Root, of the *Dry Goods Economist*, has been bought back by some of the old employees of the paper, and it will hereafter be published in Boston instead of New York.

THE Union Cash Stores, Ltd., of Dumare, Pa., send their first issue of a store bulletin, the *Union Cash Store News*, published gratuitously for their patrons. The sheet is excellently arranged typographically, but cheap paper and bad ink spoil the whole appearance.

THE American Blower Company, Detroit, Mich., sends out a catalogue of its heating and ventilating machinery. The book is good from the standpoint of printing and illustrations, and the matter, albeit a bit technical, is doubtless the precise sort needed by the trade.

P. A. MANDABACH, president of the Ohio Institute of Pharmacy, of Columbus, is the author of a bill which will be introduced by one of the members of the Franklin County delegation. The bill provides for doing away with the practice of distributing drugs in the form of samples.

THE Shirt, Waist and Laundry Workers' International Union, Troy, N. Y., is advertising its label direct to the retailers by means of a booklet. This volume is a most ineffective piece of literature, containing poor cuts and poorer doggerel, but the idea is good, and ought to bring results if it were properly presented.

MR. HOOVER, who has been connected with the Rogers-Peet advertising for many years, has severed his connection



with the house, and now his cuts can only be obtained from him direct. Leading clothiers in different parts of the United States are using the advertisements and cuts and carrying out the plans made for them by Mr. Hooper.

A NEAT booklet contains circulation figures and other data concerning "Johnson's List," comprising *Herald and News*, and *Green Mountain State*, Randolph, Vt.; *Bethel Courier*, Bethel, Vt.; *Rochester Herald*, Rochester, Vt.; *White River Herald*, South Royalton, Vt., and *Chelsea Herald*, Chelsea, Vt. They are managed by L. B. Johnson, Randolph, Vt.

"GREAT Canals of the World" is the title of a study prepared by the Treasury Bureau of Statistics for publication in the forthcoming volume of the "Monthly Summary of Commerce and Finance." It shows the commerce, cost and dimensions of the great canals of the world, especially those connecting great bodies of water and which may be properly termed ship canals.

*Farm Machinery*, St. Louis, Mo., celebrates its fifteenth anniversary with a special number swelled by live reading matter and ads. One feature is particularly interesting—"Men of Today and their Homes." Portraits of prominent makers of farm implements are printed in conjunction with photos of their residences, and the quality of human interest given the combination recommends it to publishers in other lines.

THE Meriden Britannia Company, Meriden, Conn., prints a specimen booklet of its ads now running in the magazines and sends it to dealers with the admonition that "with this immense amount of publicity to appear throughout this and the next year, you will be materially benefited by having a good assortment of these goods to show to possible customers." Plates are also furnished free to dealers who will undertake to have them printed upon stock befitting their quality.

THE Des Moines *Daily News* sprang a surprise on its readers last Sunday morning, delivering to its entire city and mail circulation of over 32,000 a handsome Sunday morning edition, illustrated with numerous halftones and teeming with interesting reading matter. The paper did not contain a line of advertising, this policy being adopted owing to the desire of the *News* publishers to keep the plan of issuing a Sunday edition secret until the paper came out. As the daily and Sunday morning *News* will not have separate subscription lists, this new Iowa Sunday paper will have over 30,000 paid circulation from the start.

THE *Herald* and the *Spectator*, of Hamilton, Ont., recently took their circulation troubles into the courts. In September of last year the *Spectator* published an assertion that its circulation was fifty per cent greater than that of the *Herald*, and the latter paper believing that it had been damaged about five thousand dollars, brought an action for that amount. Figures of the *Spectator's* circulation, got by the process of "dragging the president and

several officers of the defendant before a special examiner," were submitted when the case came to trial on January 8 last. Pressmen, counter records and other evidences were submitted, and after the trial jury had had lunch it came back and granted the *Spectator's* application for a non-suit.

As a result of the new order recently issued by the Postoffice Department removing many of the restrictions placed on private mailing cards several business firms of the borough are adopting new and more elaborate cards for their individual use. Business firms have for many years been using these private cards, but the restrictions have been such that they differed very little from the regulation card. Under the new regulation the cards take rank with the Government postal card and will undoubtedly, to a large extent, supersede it. The former regulation classed the cards "Private Mailing Cards," which name as well as the act of Congress creating them had to be printed on the card. Their use was limited and no writing except the name across the face was permitted. Now the cards can be used by any individual or firm with the same freedom as the Government card within certain specified limitations. The cards can be used for written messages or for advertising purposes. Advertisements on both sides in any color inks are allowed so long as sufficient space is left on the front for plainly writing the address. A one-cent stamp is all that is necessary to send the card to any part of the United States or to any of our island possessions. It is this latitude given to the use of the card for advertising purposes which has especially recommended its use to many of the large firms of the city. The firms are given the opportunity to work out original designs of really artistic merit which serve a need long felt by business houses for making announcements. The limitations in the new regulations are that the card must not exceed the weight of the Government card nor exceed 3 9-16 by 5 9-16 inches in size and be not under a 15-16 by 4 5-8 inches in size. The words "Postal Card" must be printed across the face of the card. The order provides that when cards are prepared by printers they should bear in the upper right hand corner of the face an oblong containing the words "Place postage stamp here," and across the bottom the words, "This side for the address."

#### ADVERTISING PHRASE ILLUSTRATED.



"FROM PRODUCER TO CONSUMER DIRECT."



## ONE MORE.

ST. PAUL, Minn., Jan. 11, 1902.

Editor of PRINTERS' INK:

Referring to the recent page advertisement in your paper of seven *Newses*, which exemplifies what there is in a good name, we beg leave to call attention to the fact that the *St. Paul Daily News*, in a period of less than two years, furnishes a sworn statement of 27,000 circulation, and is entitled to be entered in the columns of the prosperous *Newses*. Very truly yours,  
THE ST. PAUL DAILY NEWS,  
J. Harry Lewis, Manager.

## ADVERTISING FLOUR.

EVERETT, AUGHENBAUGH & Co.,  
Merchant Millers.

WASECA, Minn., Jan. 7, 1902.

Editor of PRINTERS' INK:

Kindly publish suggestions for advertising a staple article like flour, where every mill makes the best flour from the choicest wheat, with the latest improved machinery and with the most advanced methods. The advertising we need is to reach the consumer, not the dealer. Yours truly,

EVERETT, AUGHENBAUGH &amp; Co.

## DEBATE ON CHURCH ADVERTISING.

A debate was held by the Lowell, Mass., High Street Lyceum the other night on church advertising. The question for debate was: "Resolved, that a large attendance at the evening services of a church resulting from newspaper advertising is not an indication of genuine prosperity in the church," and it brought out a very general interest.

Mrs. C. W. Huntington appeared for the affirmative, that is, that the large attendance due to advertising is not an indication of prosperity. She thought that the people who came through the agency of such advertising would not be of the kind necessary to build up the church. They would come from a wrong motive—mere curiosity—and would not be earnestly seeking moral and spiritual profit. Such visitors would be transitory and not profitable contributors. Advertising would cheapen the church and its pastor, putting the service on a level with the theater, and making foot-lights and a curtain proper accessories. It would give the public a false conception of the utility of the church.

Hon. George A. Marden, ex-State Treasurer, and himself proprietor of three newspapers, appeared for the negative side of the debate. He pointed out that the affirmative misconstrued the question, assuming that all church advertising must be sensational. He would not attempt to defend that sort of advertising, but maintained that it was quite proper to make full announcement of the subject of the sermon and the music. In order to make converts a pastor must have hearers, and if these can be brought in by newspaper advertising, it must be a good thing.

Dr. C. W. Huntington, contra, elaborated upon the sensational idea, maintaining that no advertising would popularize a Sunday evening service which was not sensational, and that conse-

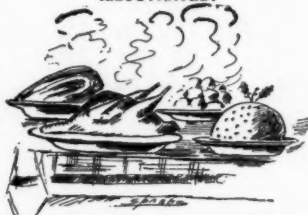
quently the presence of a large congregation in response to advertising must be a poor indication of prosperity.

Deacon Joshua Clark spoke strongly in favor of advertising, holding that it was a great desideratum to get people to come in, and that the sort of spiritual food served when they were once inside depended upon the pastor. He did not believe in advertising "chaff."

The Lyceum finally voted upon the merits of the question, and decided that church advertising was a good thing. There was a large attendance on this occasion.

It seems that there is some opportunity for the work of the Little Schoolmaster in Advertising in the Spindle City. If some of those who think that advertising a church and church services is undignified would study its teachings, they might come to a different conclusion. The trouble is that religious work and church work is all too infrequently carried out upon business principles. If some of the hard and fast rules and up-to-date methods that hold in business life were carried out in the administration of the business and executive conduct of churches and other religious organizations, there would be fewer bankrupt churches and more self-supporting ones. The missionary and other institutions that carry out their work systematically and in a business-like manner are the ones that are most prosperous. And to advertise is certainly a business-like proceeding.

All church advertising is not sensational. There is, of course, some that is. No church advertising, however, need be sensational. And yet one of the most successful religious organizations in the world, and one of the most prosperous, from a spiritual point of view, is one of the most bizarre and sensational in its mode of work and its publicity methods—I mean the Salvation Army. The idea should be the same as that of the most successful department stores—to get the people in, and then tempt them with the wares; in this case with the sermon and music, which should so impress and strike home as to implant the desire to come again. As Deacon Clark says, the sort of spiritual food served when the people are once inside depends upon the pastor. But he should not misrepresent that which he is to give his auditors, any more than the department store that desires to retain its custom will misrepresent the goods it has upon its counters.

EXTRACT FROM ADVERTISEMENT  
ILLUSTRATED.

"HANDSOMELY DECORATED DINNER DISHES."

"AVERAGE" AND "PROGRESSIVE."

Please do not make the mistake of thinking that by the average farmer I mean the progressive one. The progressive farmer is away above the average. In a good year the average farmer of the United States raises 26 bushels of corn, 20 bushels of oats and 9 bushels of wheat to each acre. The best farmers raise four times as much corn, three times as much oats and three times as much wheat. I shall go further than this and say that the average farmer does not take any agricultural paper of any kind. My authority for this is ex-Governor Hoard, of Wisconsin, who said recently, in a talk he gave to the Iowa dairymen, that out of 100 dairymen but fifteen took a farm paper. He found these were the most successful ones among the 100.—*Miller Purvis, in Agricultural Advertising.*

GOOD PLAN.

The *Farmers' Tribune*, of Des Moines, Iowa, has collected from the assessors' books for the 2,000 townships in Iowa the name of every farmer in Iowa who owns twenty head or over of cattle or hogs, and proposes to send them a sample copy and subscription offer every month for four months. Surely such persistent work on such a valuable list of names will bring results.—*Agricultural Advertising.*

EVEN WE WHO ADVERTISE.

One hardly appreciates the full value of publicity until he carelessly buys a certain brand of goods and then wonders why he asked for that particular brand. All of a sudden it dawns upon him that he has been educated to that brand by the constant appearance of its name.—*Advertising Experience.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, Pub., Kemperville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President, Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

MAINE.

TO reach Rockland (Me.) people—best, quickest, cheapest—advertisers use the DAILY STAR.

MASSACHUSETTS.

THE Lowell, Mass., TELEGRAM is the only Sunday paper published in Middlesex County. It is delivered direct to the homes in Lowell and all the surrounding towns on a day when people have time to read. It has more readers than any three other Lowell papers combined. It carries more home advertising than any two other local papers because it pays advertisers best. Write for sample copy; it will speak for itself. New York office, 150 Nassau St. (S. S. Vreeland, representative). Boston office, 13 Globe Bldg. (John P. Ackers, representative). Home Office, 28 Merrimack St., Lowell, Mass.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

BOTTLING.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR and BOTTLER, 67 Liberty St., New York. Established in 1881.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE HUMOROUS BOOK,

"What Happened to Wigglesworth," by W. O. Fuller of the Rockland (Me.) COURIER-GAZETTE—circulation 4,000—is in its 3d edition, selling lively and its publishers (Dickerman, Boston,) say it will go to 100,000. It's good reading.

ADVERTISERS

are finding out the

Syracuse Journal's

BIG GAIN

8697 inches MORE LOCAL ADVERTISING last six months in 1901 than same period in 1900. No other Syracuse paper can show as large a gain for same period.

Write *Gordon & Lott* as to

Advertising in Great Britain.

15 St. Bride St., London, England.

Do you want to reach the best people in the United States, who HAVE money to spend? If so

ADVERTISE IN

## The Church Eclectic

(The ONLY Monthly Magazine of the Protestant-Episcopal Church.) Circulates in every principal city of the Union and in thousands of the nicest and best appointed country homes. Address Advertising Mgr. "THE CHURCH ECLECTIC," 144 Times Building, New York, N. Y.

EVERYONE WHO  
KNOWS ANYTHING  
ABOUT BUFFALO  
KNOWS THAT  
THE EXPRESS  
IS ITS  
LEADING PAPER.

## THE HOMILETIC MONTHLY AND CATECHIST.

The Magazine for the Catholic Clergy. Indorsed by Two Cardinals and Twenty-five Archbishops and Bishops.

An advertisement in the columns of this magazine receives a prominence and an indorsement not equaled by any other magazine.

It will pay advertisers to secure the trade, and, what is even more valuable, the influence of the Catholic clergy.

Rate \$30 per page. Address

THE HOMILETIC MONTHLY AND CATECHIST  
103 Fifth Avenue, New York.

## The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

### Profitable Advertising

treats in its every issue with sound, practical articles and numerous charming illustrations. "Fin de siecle" advertising in all of its various phases. The sample copy mailed upon receipt of five 2-cent stamps will certainly suggest vastly more than seventeen cents' worth of helpful inspiration to your advertising man in the year covered by its cost, viz., \$2. Address PROFITABLE ADVERTISING, 140 Boylston St., Boston.

## RIPANS

I was troubled with pains in my back, dizziness and burning in my stomach. I had no appetite, could not sleep. A sister of mine advised me to try Ripans Tablets. They have entirely cured me. I take one every night and morning and they just keep me right and regular.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

# The Toledo Bee

Is the principal Democratic newspaper of NORTHWESTERN OHIO. Advertisers who want the patronage of Democrats use it.



1890 1901

**Thirty Different Church Magazines**  
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH**  
for a different Church—the 30 in 30 days.

**AN EXCELLENT ADVERTISING MEDIUM**  
for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Fears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root Beer, Electro Silico, Knox's Gelatine, Uneeda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to **THE CHURCH PRESS ASSOCIATION**  
900 South 10th St., Philadelphia, Pa.

The character and methods of the

# Joliet Daily News

make its advertising more telling. Incisive, truthful, aggressive, progressive, it wields a good influence in its field.

*Nothing but clean advertising gets into its columns.*

**H. E. BALDWIN**, Adv'g Mgr.

# Do You Know

- That Memphis, Tenn., is the largest inland cotton market in the world?
- That Memphis is the largest hardwood lumber market in the world?
- That Memphis is the second largest lumber market in the world?
- That Memphis is the largest producer of cotton seed oil and other cotton seed products in the world?
- That Memphis is the twenty-seventh city in the United States in population and the twenty-sixth city in the United States in volume of business?
- That Memphis has more than 850 factories and mills, giving employment to over 10,000 persons, and having an output of more than \$20,000,000 worth of finished products?
- That the value of cotton handled over factors' table here last season amounted to more than \$20,250,000?
- That the total volume of business in Memphis last year was \$267,000,000?
- That the banking capital of Memphis amounts to \$2,847,500; surplus and profits to \$1,010,195, and the deposits to \$15,511,033?
- That the population of Memphis is 102,320, an increase of 58.65 per cent for the last ten years?

## That the Memphis EVENING SCIMITAR

**Guarantees  
20,000  
Circulation**

daily; publishes ten to sixteen pages; is delivered by carrier in 210 surrounding towns adjacent to Memphis; member of the Associated Press; special telegraph news from all parts of the world; serial stories from the best writers; correspondents in every town and village in the Southern States; picture puzzles to interest the children; fashion hints and daily complete society page?

The pride feature of the SCIMITAR is its market reports, giving the complete closing of all markets of the world daily, twelve to sixteen hours in advance of morning papers. Thirty-two intelligent men deliver this paper in the city of Memphis, with a corps of assistants.

For advertising rates address

**R. A. CRAIG**

41 Times Building, New York.  
87 Washington Street, Chicago.

**AND NOW IT'S 10,000**

# *The Press Republic*

**SPRINGFIELD, OHIO,**

Is rapidly becoming the whole thing in Central Ohio. In less than two years its **circulation has increased more than 300 per cent**, and now it's guaranteed to average **10,000** paid circulation daily. The Citizen's National Bank will pay \$1,000 to the first advertiser proving our sworn circulation statements to be untrue, or proving the **actual** paid circulation of the **PRESS REPUBLIC** is less than the combined circulation of all other Springfield daily papers.

**La Coste & Maxwell,** 38 Park Row, New York,  
Eastern Representatives.

## **EVERYBODY IN MILWAUKEE IS PROSPEROUS.**

Spring time brings new wants.  
Be sure that **YOU** include  
in your list : : : : : :

# **THE MILWAUKEE HEROLD**

which is delivered at  
**MORE MILWAUKEE HOMES**

than any other morning  
or evening newspaper.

## THE PRUDENT BUSINESS MAN

places his advertisement in that paper or combination of papers in the localities selected, calculated to do him the most good at the least possible cost.

We can name the papers to be used and state the prices that would be right for the service. If you are interested, and have in mind doing any advertising, we can be of service to you. Call on or write to

**GEO. P. ROWELL & CO.**

Advertising Agents

10 Spruce St., New York



The issue for February 5th will be mailed to every Boot and Shoe Dealer in the United States, numbering a total of 31,888. The names will be taken from The Shoe and Leather Reporter Annual.

**Press day, Wednesday, Jan. 29**

The issue for February 19th will be mailed to a complete list of all General Advertisers in the United States, numbering a total of 15,000. The names will be taken from the Reference Book of the Publishers' Commercial Union.

**Press day, Wednesday, Feb. 12**

The primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the Little Schoolmaster in the Art of Advertising.

Whoever has a proposition likely to interest these people can bring it to their attention by using the advertising pages of these Sample Copy Editions of PRINTERS' INK to better advantage probably than through any other channel.

#### ADVERTISING RATES:

\$100 per page;  $\frac{1}{2}$  page, \$50;  $\frac{1}{4}$  page, \$25.

Classified advertisements without display, 25 cents a line. \$1—4 lines, 28 words—may be worked into an effective ad among the classified columns.

ADDRESS ORDERS TO

**PRINTERS' INK**

10 SPRUCE STREET NEW YORK



**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

**The  
Chronicle**

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

## The Recognized Power in Connecticut is

*Largest.*

*Most  
Readable.*

*Most Widely  
Read.*

*Most Con-  
servative.*

# The Hartford Times

---

Advertisers of experience place it at the head of the list of Connecticut newspapers.

They insist that THE TIMES *must* be used—and they pay just what the rate card calls for.

THE TIMES has but one price, which, when measured by service rendered and results obtained, is acknowledged to be both reasonable and fair.

---

Address all communications to

## The Times

Hartford, Conn.

## Don't Close Your Ears

to our arguments for the Ellis Papers. Leading advertising experts acknowledge frankly that mail order advertising is **THE** advertising of to-day and shows better and surer results than any other kind of publicity.

This is true because it reaches a class of people you cannot reach in any other way and because this class now has plenty of money to spend and is sending it to the cities in response to mail order advertising.

There are literally millions of money to be made by reaching the rural districts all over America through the mail order papers.

Ours are unquestionably the leading mail order papers. Our five papers have a total circulation of over 2,000,000 absolutely guaranteed.

This means that we reach 2,000,000 families or 10,000,000 people every month in the year.

Why not let us carry your story to them?

The Ellis Papers are:

Metropolitan and Rural Home, 500,000 circulation.

The Paragon Monthly, - - 400,000 "

The Gentlewoman, - - - 400,000 "

The Home Monthly, - - - 400,000 "

Park's Floral Magazine, - - 350,000 "

Total, - 2,050,000

**THE C. E. ELLIS COMPANY,**  
713-718 Temple Court Building, New York.  
112-114 Dearborn Street, Chicago, Ill.

## A Circulation Triumph in Canada!

The Montreal

# La Presse

has reached the

# 69,000

mark.

Printed, sold and read daily!

It is the French journal which possesses the greatest circulation on the whole continent of America. It stands

**HEAD AND SHOULDERS ABOVE ALL OTHERS.**

It beats by 55,000 copies daily the circulation of the next largest French journal published in Canada.

It beats by 21,000 copies daily the combined circulation of the eight other French dailies.

**IT FURTHER EXCEEDS**

by 20,000 copies that of any English daily also published in Canada.

**THESE TREMENDOUS DIFFERENCES**

thoroughly demonstrate why the advertisers in LA PRESSE are mostly all money makers.

# Open Methods

"The politicians can beat me burrowing, but they cannot beat me flying, and if I can keep them in the air folk can see as much of them, and so can I, as they can of me."—SETH LOW.

My competitors can beat me burrowing, but they cannot beat me flying, and if I can keep them in the air, where folk can see as much of them as they do of me, it will be a flyaway race for Jonson. I employ no agents. I have no branch houses. My business is transacted solely by mail. My prices are always advertised. My terms are net cash in advance. When I get an order from the office, I can't slide around to the back door and blow off the boys who use the stuff. My goods have to stand on their merits, and when they fall down I cheerfully refund the money and pay all transportation charges. Out of 10,832 orders filled during the year 1901, I only had to refund the money in a half dozen cases, and I did not lose one penny by bad debts. Send for a copy of my price list. Compare it with what you have been paying for inks on credit. If the saving doesn't warrant sending me an order, I won't feel offended.

ADDRESS

**PRINTERS INK JONSON,**

17 Spruce St.,

New York.

**A Progressive Newspaper  
And a Progressive Circulation  
Go Hand in Hand** 

# The Philadelphia INQUIRER

gained nearly four hundred thousand copies in circulation during the past year, or almost a thousand copies per day.

In addition to this, the INQUIRER is the representative newspaper of the people. That is the reason for its large advertising patronage.

The following statement shows the total number of copies of the INQUIRER that were sold during each month of last year, with the corresponding number for the previous year:

	1901		1900	
	DAILY	SUNDAY	DAILY	SUNDAY
JANUARY, . . .	4,519,132	666,034	4,359,243	680,918
FEBRUARY, . .	4,052,765	665,817	4,149,625	683,491
MARCH, . . . .	4,374,187	830,950	4,698,723	688,308
APRIL, . . . .	4,341,988	657,185	4,299,253	861,536
MAY, . . . . .	4,491,137	643,630	4,576,349	651,856
JUNE, . . . . .	4,161,298	798,724	4,478,645	658,013
JULY, . . . . .	4,513,987	641,144	4,399,647	801,260
AUGUST, . . . .	4,482,254	635,532	4,641,905	655,078
SEPTEMBER, . .	5,094,537	910,490	4,243,312	830,034
OCTOBER, . . .	4,910,242	640,798	4,581,866	691,728
NOVEMBER, . .	4,678,532	623,644	4,577,231	689,516
DECEMBER, . .	4,502,837	798,403	4,307,460	861,160
	54,122,896	8,512,301	53,493,349	8,753,907

Total sales 1901, . . . . .	62,635,197 copies
Total sales 1900, . . . . .	62,246,256 copies
Increase over preceding year, . . . . .	388,941 copies
Daily average during 1901, . . . . .	172,917 copies
Sunday average during 1901, . . . . .	163,608 copies

This circulation is greater by many thousands than that of any other newspaper in Pennsylvania, and shows that advertisements in the INQUIRER are read by the people.

**The PHILADELPHIA INQUIRER**  
1109 Market St., Phila., Pa.

NEW YORK OFFICE  
Nos. 35-37 Tribune Building

CHICAGO OFFICE  
308 Stock Exchange Building